

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JUNE 15, 1955



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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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**NATION-WIDE PUBLICITY
MEANS
MORE PROFITS for YOU!**



(left) Paul Howard, President of Howards of Hemet and (right) Bob Lindquist, Vice-president and head of rose research department are shown measuring the many hundreds of inches of publicity releases from newspapers and magazines throughout the nation.

To make certain the gardening public would get first hand information about Tiffany, test plants were sent to garden editors for growing and judging in their very own gardens.

The result... Tiffany has received the equivalent to better than 50 pages of garden editorial praise, acclaiming it one of the finest hybrid tea roses to have won an AARS award.

It is said in many columns that when sufficient plants are available and the gardening public sees it growing, Tiffany will become the nations most popular rose. This kind of publicity means demand for Tiffany roses and automatic profits for you!

TIFFANY and LILIBET are HOWARDS of HEMET ORIGINATIONS

AARS winners Tiffany (1955) and Lilibet (1954) are available through all leading wholesale rose growers or directly from Howards of Hemet who also grow all the other popular patented and non-patented varieties. May we suggest... if your customers demand the finest quality available in each grade that can be sold at competitive prices, we know you'll be interested in buying Howards of Hemet field grown "Seasoned Rosebushes," known the nation over as a standard of excellence for nearly a half a century.

Rosebushes for the wholesale trade exclusively. None sold direct. If you are not on our mailing list and would like a copy of our 1956 price list, drop us a note today.



HOWARDS OF HEMET • HEMET, CALIFORNIA

AMERICAN NURSERYMAN

F. R. KILNER
Editor and Publisher

Editorial

ODD PRICING

Mercantile policies are examined by few of us until they affect our own business. Hence the common use of "odd prices," such as \$2.95, \$19.75 and \$45.50, for household goods and appliances seemed quite foreign to the publishing field until books received for review recently began to be marked with such sales figures as \$3.45 and \$4.95.

Since some nurserymen use odd pricing in their salesyards and some in their retail catalogs, they will be interested in what the latest textbooks on retail selling say on this matter.

First, the effect on the customer is agreed to be purely psychological. Though \$4.95 sounds less than \$5, the actual difference is slight to either customer or merchant. As a matter of fact, some retail authorities assert that even the psychological influence of the odd price is much exaggerated, though many lines of business—and many big corporations which should know what they are doing—follow the practice. Test studies have been made, without producing conclusive answers.

Investigation reveals that there are at least two other aspects in which odd prices may be of advantage to the merchant besides the psychological effect on the customer. The odd price requires the salesperson to make change and so lessens the opportunity for dishonesty. Then, while the customer is waiting for the change, there may be opportunity for additional purchases, either by the influence of counter displays or by means of the salesperson's suggestions.

Formerly it was generally held that odd prices were suitable for only certain types of shops or merchandise. Unquestionably in many shops of the exclusive type the use of odd prices would be considered undignified. But the rise of odd pricing up the scale from 49-cent sales in the bargain basement to the \$495 television set and similarly expensive merchandise causes one to wonder.

Have nurserymen adopted odd pricing just because it has been used by successful merchants in other

lines, or have any made tests to see the comparative results from one kind of pricing and another?

A BETTER JOB EVERY DAY

On the occasion of his 80th birthday last month, many newspapers and other periodicals carried biographical sketches of Alfred P. Sloan, Jr., who has been at the head of General Motors Corp. for almost one third of a century. The remarkable growth and the outstanding success of that great enterprise are so well known that Mr. Sloan needs no other attestation to his business ability. Yet his own summary of his business principles would apply to any lesser venture. He once summarized them thus:

"Get all the facts. Recognize the equities of all concerned. Realize the necessity of doing a better job every day. Keep an open mind and work hard. The last is the most important of all. There is no short cut."

In most business enterprises there is an ever-present opportunity to do a better job every day, if the willingness to attempt it is there. With such a principle for guidance, and the willingness to work hard providing the propulsion, outstanding success is attainable in other fields besides that of the automobile manufacturer.

CEMETERY COOPERATION

If the local cemetery manager displays a more competent knowledge of plant material for use in his premises, or presents a more cooperative attitude toward your activity as a nurseryman, the explanation may lie in the articles on cemetery plantings which appeared in this magazine earlier in the year.

The articles were reprinted by the American Cemetery Association, and copies were mailed to its members with a recent issue of its regular release to them on maintenance items. With the reprints went these two explanatory paragraphs in the A. C. A. bulletin:

"An excellent article on landscaping and planting problems in the modern cemetery appeared in two parts in the March 1 and March 15 issues of the American Nurseryman. These fine materials were prepared by Clarence E. Lewis, who received much assistance from A. C. A. members in New York state, and particularly from Roland Schultheis, of Flushing cemetery, Flushing, N. Y.

The Mirror of the Trade

"With the permission of the American Nurseryman, we have reprinted these articles for the attention of our members, who will undoubtedly find them of considerable interest. We are particularly pleased that progressive strides are being made in encouraging cooperation in the use of proper plantings between cemetery management and nurserymen."

BIG ISSUES AHEAD

Because the convention of the American Association of Nurserymen falls somewhat earlier than in preceding years, the schedule of coming issues of this magazine will differ, also. The biggest issue of the year, the A. A. N. pre-convention special number, will be that of July 1, mailed to reach subscribers so that it will be in the hands of convention travelers well before they start on their way to Toronto. In making the trip, they will want to have the information about the Canadian nursery industry and nurseries, as well as horticultural institutions in the Dominion, which the special number will contain.

The issue of July 15 will reach subscribers while the A. A. N. convention is in progress. Hence the full report of the gathering will be published in the August 1 issue, as in preceding years. While the July 15 issue may carry some of the reports and opening addresses presented at the convention, the account of activities and festivities at Toronto published in the August 1 issue will give those readers who stay at home a thorough report of the proceedings.

ADVICE ON PLANTING

Among the numerous articles offering advice to the new homeowner on planting his grounds, that in the May issue of *Changing Times*, the Kiplinger magazine, is especially noteworthy. Titled "Landscaping a New House," it bears the subtitle, "Make a Plan—and Take Your Time."

The new homeowner is urged, first, to acquire some horticultural knowledge; second, to prepare a plan, preferably with professional assistance, and, third, to take time to fulfill the plan properly according to one's personal budget.

A. A. N. members who were able to secure reprints through the foresight of the headquarters office should find them effective for distribution.

JUNE 15, 1955

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Florida Convention Adopts Ethics Code

By E. W. McElwee and T. J. Sheehan

Over 350 nurserymen, growers and allied tradesmen attended the third annual convention of the Florida Nurserymen and Growers Association, at the Colonnades hotel, Riviera Beach, north of Palm Beach, Fla., May 15 to 17.

In the election of officers held during the course of the program, the following were unanimously named: President, Gervin Pringle, Florida Nursery & Landscape Co., Leesburg; vice-president, State Senator Edwin Fraser, Southern States Nursery, Macclenny; directors-at-large, Roy Rood, Rood Landscape Co., Jupiter; John Hutton, Hutton Nursery, Inc., Miami; Charles Culbreath, Culbreath Landscape Co., Tampa, and Charles Wedding, Wedding Nursery, St. Petersburg.

Sunday afternoon, the first day, was utilized for registration and group meetings. The landscape gardeners and nurserymen discussed a problem which has been receiving widespread publicity in the Dade county area, abuse of the landscape phase of F. H. A. housing developments. It is estimated that the Dade county nurserymen lose five million dollars a year in gross income because of improper landscaping of subdivisions. A test case is pending before a federal grand jury at this time.

After a buffet supper, Sunday evening, the nurserymen heard several outstanding speakers, including M. U. Mounts, agricultural agent of West Palm Beach county, who gave an interesting account of the progress made in ornamental horticulture in Florida during his 30 years as agent.

New President Speaks

The second speaker of the evening was Gervin Pringle, vice-president of the Florida Nurserymen and Growers Association, whose talk, entitled "Your Organization — What Your Dues Do," brought the group up to date on the activities of the association. Legislative bills being introduced to improve the economic standard of the nurserymen were enumerated. The public relations work which the association is conducting was also discussed. The co-operation between the association and the state university was emphasized.

The final speaker at the evening session was State Senator Edwin

Fraser, who explained the agricultural legislation before the present state legislature.

Business Session

President Hugh Lalor, Opa Locka, opened the Monday morning session with a review of the publicity and public relations program on the value of graded nursery stock. This publicity was released by 16 of the 29 Florida newspapers contacted.

The code of ethics formulated by David Stabler, Winter Haven Nursery, Winter Haven, and his committee was unanimously accepted. The code was patterned after the one used by the American Association of Nurserymen. Mr. Stabler talked on the growth of the association in its three years of existence, increasing from 120 members to about 600.

Group insurance for members was discussed and action deferred for review and study by the board of directors.

One of the feature speakers at the first general session was Dr. Walter Reuther, principal horticulturist with the United States Department of Agriculture laboratory at Orlando, who was to assume duties June 1 as head of the coordinated department of horticulture at the University of Florida, where the activities of teaching, research and extension will be joined in one department instead of being conducted separately.

Ed Ayres, state plant board commissioner, reviewed the status of the burrowing nematode problem as related to ornamental plants. He outlined the progress of the research, control measures and the cost of controlling the pest in citrus groves. A resolution was passed endorsing the state plant board's request to the legislature for funds for research and control work on burrowing nematodes.

John Hutton, Miami, showed a short film on the F.N.G.A. exhibit at the spring flower and garden show at Washington, D. C. He stated that two 32-foot truck trailers were used to transport the material, which included orchids, palms and foliage plants.

Growers' Program

At the growers' program Monday afternoon, the moderator was Dr. Tom Sheehan, assistant ornamental horticulturist of the agricultural extension service.

The first speaker, Dr. B. G. Chittwood, nematologist, state plant board, discussed the subject "Nematodes, Kinds and Characteristics." He pointed out that there are many more nematodes present in the soil than the rootknot, stubby and burrowing nematodes. He explained the habits of each species and type, how they attack the plants and what dam-

[Continued on page 27]



Officers of the Florida Nurserymen and Growers Association: (Seated, left to right) Gervin Pringle and Hugh Lalor. (Standing, left to right) Charles Culbreath, Roy Rood and John Hutton.

Tips for Better Landscapes

New Ideas May Be Old Ones Revived

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, Farmingdale, N. Y.

"What's new?" is a common greeting. Often that which is professed to be new is really not, but only something that has been resurrected from bygone years. The same is true in landscape work of today. An idea that may seem entirely foreign to you may have been a common practice years ago — maybe not in this country, but somewhere.

Tables that appear on terraces are often intriguing, if not to the men who take food from their surfaces, then certainly to the woman guests. Illustration A shows a novel idea for a table, but one not transported with the greatest of ease. This is the result of not only a little ingenuity, but some hard work. Following a severe windstorm, in which a large American elm was blown over, several sections of the main trunk were cut into lengths of about two feet. The surfaces of these were finished and appear as you see one of them. This is a man's table — as sturdy as the Rock of Gibraltar — well, almost.

Campers have often employed sections of trees for tables. Necessity instigates many worthwhile things.

People who come to the terrace of the elm table sit around this odd specimen and invariably begin to figure out the age of the tree. Discussions do not stop there, but soon the guests try to determine just what type of tree it came from. So an odd feature often provides food for conversation and at least provokes the story, in this case, of how the table was made. Who knows, the next hurricane may provide you with a similar possibility!

Scale is always an important consideration. Occasionally tables or other pieces of garden furniture are much too large and coarse for the terraces. A quick glance soon tells you this.

Repetition of materials is often the answer to a more pleasing outdoor sitting area. If wrought-iron work enhances a nearby section of the house, then it can be the principal material in the table. Tile may also be considered, as may specific types of wood, finished or raw.

Terraces that are made of wood rounds welcome rustic wooden tables

that have round timbers as part of the construction. Benches attached to these tables do not appear out of place — if the terrace is large enough.

Good planning may provide a place where the table may be stored in a nearby wall, or it may fold up into a compartment or closet.

Fireplaces can be monuments, or monstrosities, or they can be in scale with the area. So many times everything centers around a fireplace that is resplendent with all the necessary features, which may also include a huge chimney. A portable barbecue eliminates not only such a possibility, but provides more room

sides. It is well to keep the fourth side open, so that people who sit here do not feel cooped up, but can mentally stretch out.

Terraces are often planted too heavily. Is not the purpose in living outside to relax and enjoy the feeling of space or freedom? This can be perpetuated by the manner in which we plant or build around any outdoor living. Never forget why people enjoy being on a terrace. Don't hem them in on every side. If you do, it becomes a room, and rooms belong inside the home.

A louver that can be opened or closed shuts off the distant side. This idea is not new by any means, but well adapted to many cases. It is particularly suitable when used where there is not enough space to plant. Such structures are more a part of the surroundings, too, if they are painted the same color as the adjoining building. The advantage in a louver is that you have better control over the wind, if it comes from that direction. In this case it is on the side of the prevailing wind, the most opportune place for such a convenience.

Rarely when a terrace is a part of the plan is it wise to screen it with only such cold materials as brick, stone and wood. Shrubs soften the general atmosphere where considerable cold material is present and make outdoor living more interesting. There is nothing friendly about a brick wall or a wooden louver, but something that is very much a part of the great outdoors is a vine, a shrub or a tree.

Small garden areas off the kitchen or rear entrance to the home have been a forgotten procedure in landscape jobs of recent years. Such a planting was not only common in this country before the time of any of us, but also in English rural gardening. There is something quaint and homelike about a kitchen or rear door garden. It not only provides a bit of colonial or English gardening, but also supplies readily accessible flowers to the lady or man of the house.

The garden need not be large; in fact, it is usually more desirable if small and kept in scale with the rest of the landscape picture. This is not



Illustration A. A sturdy terrace table made from the trunk of an old American elm.

to those who would come to relax. It may be necessary to sell a client on using such a portable cooker, because it also means that it must be stored somewhere, and there must be a somewhere not too distant. Illustration B shows a terrace connected to a garage, where finding a storage place is no problem. A portable barbecue is used by the people who own and frequent this sitting area. It is often possible and desirable to take advantage of a garage, or some building, for this purpose.

The dachshunds also find time to enjoy the quietness of the terrace in illustration B.

There are two other considerations in this last photograph. Some persons have a tendency to barricade a terrace with plants so that there can be no feeling of freedom, but plenty of seclusion. In this instance the flagged area has barriers on three

a place where people ordinarily spend a great deal of time, although it is quite possible to those who live in the illustrated home, since there is a porch on which to sit. Gardens of this type have sometimes successfully incorporated both vegetables and flowers. It must be decided whether vegetables are of interest to the owner, or practical, since if they are not used, the plants become ragged and are of interest or use to no one.

Potted plants also fit a back door garden and, if well chosen and placed, can be much in keeping with such an idea. Tubbed or potted plants are often advisably used near or on the porch, at least near the house. Another advantage about container-held plants is that they can be changed whenever one wishes, and they may be moved about to give a different picture and place of interest. Rural-appearing homes readily accept potted plants in the scheme, but there is no reason why the owners of homes not so country-like may not also use them.

Brick paths of sufficient width are attractive and suited to the design and general atmosphere of this type of garden. Narrow walks are not only impractical, but too much like ribbons and tend to cut areas rather than become a part of them.

Fragrance may also be something to consider, since bedrooms are usually in the rear and could well be near a service way garden.

Winter, like taxes, is inevitable to those who live in the northern



Illustration B. A Terrace Attached to a Garage for Convenient Storage

states. People travel this route in the winter as well as in the summer. If nothing is done to provide any interest during the cold months, then the garden should certainly be left so that it presents a tidy appearance. By having broad-leaved or narrow-leaved evergreens nearby, you may compensate somewhat for the drab tones of winter.

Drainage and slope of the walk should also be brought into play, because mud-smeared walks are a bane to those who try to keep the in-

terior of the home clean. Too often our thoughts and considerations lie outside the house and fail to include "the little lady" within. Isn't this true?

So, that which is supposedly new or original may not be, but only an old idea brought to life.

CAPITOL TREE PLANTING

The Michigan Association of Nurserymen cooperated with the Michigan State Society at Washington, D. C., to make a planting of a white pine on the Capitol's southeast lawn, with an appropriate public program May 17 for Michigan week. Plans were made by the active state group at the capital for various notables to participate. Michigan nurserymen contributed the tree.

Taking part in the ceremony were Senators Charles E. Potter and Patrick V. McNamara, of Michigan, and Congressman John D. Dingell, of Michigan. J. George Stewart, architect of the Capitol, accepted the tree. Vice-president Bernard Ward and Secretary George G. Farley of the Michigan Association of Nurserymen also attended the planting. There is one other white pine on the Capitol lawn, about 300 feet away from where the 10-foot new specimen was planted, and it is thriving.

EXPANDING its service to include nursery stock is Gary's Lawn & Tree Service, 61 Stirup lane, Levittown, L. I., N. Y. M. Small is the owner of the business.



Illustration C. There is Something Rural and Interesting about a Backdoor Garden

Missouri Garden Center

Extension of its activities in the nursery field was started last year when the Chesmore Seed Co., St. Joseph, Mo., took over a local nursery operation and expanded it with the construction of a modern town and country garden supply center. The tract includes six acres on the Belt highway, along which the many improvements to the former nursery facilities extend.

In addition to the 50x60-foot display room, with its large window frontage, shown in an accompanying illustration, an underground room at the rear, also 50x60 feet, has been fitted for storage and sale of bare-root nursery stock. Individual bins for various classes of items, illustrations of the stock and price marks are used to promote self-service.

Leading from this nursery salesroom is a lath house, 50x60 feet, for the display of bulbs, burlapped evergreens, shrubs and perennials. Another area, about 60x60 feet, contains beds for display of potted roses, shrubs and perennials. Field seeds and heavy items are stored in a building 20x50 feet. Last winter the firm constructed another lath house at the north end of the showroom, where additional nursery stock can be conveniently handled for sale.

Approximately two of the six acres at the establishment are occupied by buildings, coldframes and parking areas. The other four acres will be used for growing nursery stock. The preliminary stages in the development of the property about the sales buildings are apparent in one illustration. Planting areas have been constructed in a series of terraces, with the embankments studded with stones for planting rock

plants. Demonstration plots of various lawn grasses will be planted.

The showroom has decorations in modern design, and efforts have been made to promote impulse purchases and self-service. A complete line of seeds is featured, along with such related supplies as fertilizers, insec-

Sr., managed the business from 1894 until 1949; although he celebrated his 80th birthday anniversary last November, he is still active in the organization in a supervisory capacity.

C. R. Chesmore, Jr., now president of the company, has been with the firm since 1928, after graduation from the agricultural school at the University of Missouri. Ellary Bennett, vice-president of the firm, is



Long Window Space Displays Wares in Garden Center on Highway

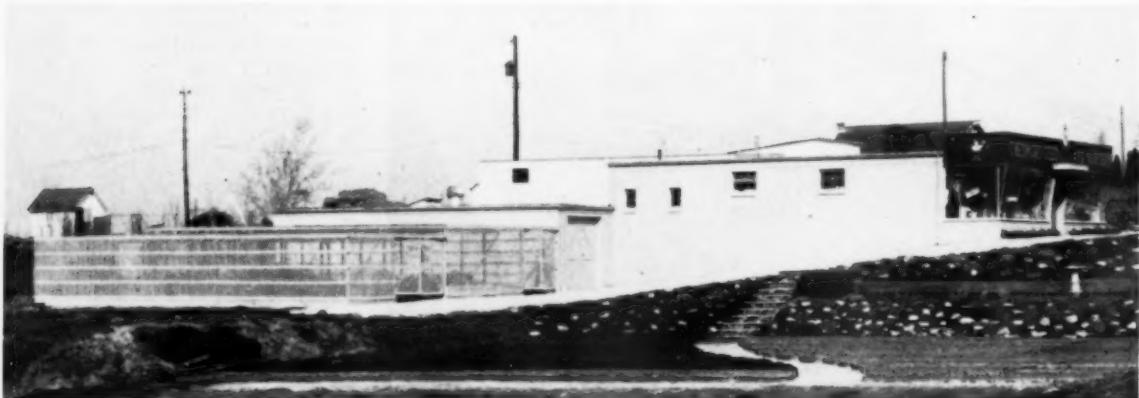
ticides, hose, garden tools and mowers. Bird supplies are also sold. Opening of the new salesroom was held as part of the expansion program that marked the firm's 75th anniversary.

Extensive TV, radio and newspaper promotion has been used by the firm to publicize the new operation, with results that have been highly satisfactory, the management declares.

The Chesmore business was founded at St. Joseph, Mo., in 1878, by A. M. Chesmore. He died in 1900 and was succeeded by his son, C. R. Chesmore, Sr., who later disposed of the implement part of the business. The firm then became Chesmore Seed Co., operating as a wholesale and retail farm, garden and grass seed firm. C. R. Chesmore,

manager of the Chesmore division that is operating the new store.

The garden center store is the third retail shop of the firm. Since 1900 a store has been operated at Fourth and Felix streets, in downtown St. Joseph, handling chiefly seeds, along with some nursery stock and the usual side lines for a farm and garden supply store. Lee Wandfluh is the manager. A second store, opened last September on Illinois avenue on the south side of the city, also features farm and garden seeds, with supplies, and is managed by John Hilburn. A wholesale seed warehouse, office and cleaning division has been located at Second and Felix streets since 1943. Experimental test grounds for grasses is a new Chesmore venture on state highway 169.



Store, Warehouse, Lath House, Plantings and Parking Areas Attract Passers to Chesmore Garden Center

JUNE 15, 1955

11

Weather Shapes Landscape Reports

First reports on spring business from nursery firms carrying on landscaping activities brought information from three areas. An extremely long shipping season, with no adverse weather factors, gave a peak year to a New York firm. Southward, Maryland and Virginia were pushing toward higher levels than in 1954, with weather more of a problem than was indicated to the north. Tennessee and Kentucky felt the full weight of the damage from late freezes, yet reports from firms there tell of continuing good demands for stock, providing optimism at the end of May that might have been lacking earlier in the season.

The midwest had drought to contend with in the north, particularly in Minnesota, where a water shortage of serious consequence to new plantings developed at St. Paul in May and extra watering precautions had to be taken in Nebraska. Reversals of temperatures from high to low early in the season, interfering with field operations, was another complicating factor in the midwest areas mentioned, but bookings were not curtailed; in fact, they were above last year's in Nebraska, matching trends elsewhere.

Reports to date indicate no serious labor shortages. A heavy demand for shade trees for city use and greater public interest in better-grade plants and planting methods are among the details in the reports.

Plenty to Do in Kentucky

Despite drought and a destructive freeze, business was good and there was more of it than could be done with satisfaction to the firm and to customers, reports Louis E. Hillenmeyer, of Hillenmeyer Nurseries, Lexington, Ky., who writes:

"The spring season of 1955 in many ways was a normal one. If ever we have a spring season when everything is just right, we are going fishing the whole month of June.

"With a prolonged hot drought last fall, more than double our average precipitation during February and March and a severe freeze on March 26 and 27, we had a most 'interesting' spring.

"Our losses when transplanting finished stock were much greater than usual, and then the late freeze added to our worries. We have never known *taxus* to freeze so badly. *Taxus cuspidata nana* is usually quite hardy with us, but 90 per cent of the

plants in old settings were either killed or badly damaged. Some items came through perfectly. Boxwood, which we thought might be injured, did not show a scratch.

"However, with all our troubles, business was good and we had more than we could do with satisfaction to ourselves and our customers."

Long Island Firm's Peak Year

A long shipping season, favorable weather and successful innovations in management have all contributed to making this the firm's peak year in sales, according to the report for Oak Park Nurseries, Inc., East Patchogue, L. I., N. Y., by Leslie McRobbie, general manager. Details, written May 18, follow:

"Our season started in late February and, since May 17 was one of our largest days for sales during the spring, it seems to be continuing late, which means that it has been one of the longest shipping periods during our 42 years here. The weather, as a whole, has been favorable for this type of work. Our spring season ends June 30, but if we should stop selling and shipping today, we would be more than 70 per cent ahead of sales a year ago, which was a normal spring season, although not our largest. We have

already exceeded our largest spring by a high percentage.

"As for the type of business, it has as in the past, been divided between a high-class retail landscape business and an equally high-class wholesale business, since we supply material to many landscape contractors who do strictly first-class work, and in addition to this, this spring we have supplied more shade trees for cities than ever before in our history.

"Our labor situation has been more satisfactory than for many years, and we attribute it somewhat, although not wholly, to the fact that we incorporated our business last fall and some of our key employees are now interested financially and others will be taken in from time to time.

"To complete this report, in a small way we started a year ago growing special material of various kinds in containers; we considerably enlarged that department this year, and it is working out satisfactorily. This spring we have brought in material in containers from California, for the first time, in refrigerator trucks, with complete satisfaction.

"We are starting another experiment, new here, but so far successful with us, using geese for weeding certain areas of our nurseries. We have



LANDSCAPED PARKING LOT

Now that retail stores provide parking lots for their customers, nurserymen might sell them on landscaping the premises. This landscaped parking terrace was recently opened by Mrs. De Haven's Flower Shop, Tulsa, Okla. Masonry blocks were used to construct the wall, which was then painted a soft rose pink. Planters, running the length of the wall, were built of the same material and filled with a variety of ornamental shrubs. A central panel of buff ornamental brick forms a background for an Italian statue, goddess of the vineyard, which can be spotlighted at night. Two wrought-iron lanterns flank the wall.

a thoroughbred cross between Chinese and South African gray geese, and while the idea has many new problems, we see no reason why it should not be as successful here as it has been in Virginia, where we obtained our young goslings."

Favorable Maryland Season

Sales this year compare favorably with the best spring records, writes C. Warner Price, president, Towson Nurseries, Inc., Towson, Md. He reports:

"We have had an excellent spring planting season. We still have a quantity of orders to fill, and this season compares favorably with our 1954 season, which was one of the best we have enjoyed."

"We note greater interest among homeowners in their choice of plant materials and their appreciation of good design and proper planting methods."

"Our outside planting crews are made up of foremen who are on our payroll all year and a large percentage of our temporary help returns each season, so in the past few years we have had no labor problems."

Virginia Volume Good

"Despite shipping delays caused by excessive rain, this spring's business was above last year's with Wood-Howell Nurseries, Inc., Bristol, Va. O. G. Wood, president, writes: "On the whole, spring business was good with us. Our volume, both at wholesale and retail, was slightly more than for the corresponding season last year."

"Weather conditions, with excessive rainfall over a long period, made it difficult for us to get out our orders just when everyone wanted delivery. Many cancellations resulted."

"Labor was plentiful, as there is much unemployment in this area located so close to the coal fields."

Sales Up in Nebraska

Sales exceeded last spring's, as well as the peak years, with the Marshall Nurseries, Arlington, Neb., commented Vernon Marshall in a report dated May 19, as follows:

"The season here was early; the frost was out of the ground and we were able to start field work about the middle part of March. However, after about one week of good field conditions we had a cold snap, which stopped everything for a week or ten days. From then on we were able to continue field operations, such as digging landscape material, almost without interruption right up to date, and we have had a dry, unseasonably warm season, which

started deciduous material ahead of normal."

"We have had a satisfactory volume of business, being well ahead of the spring of 1954, and somewhat ahead of our best year. The demand for stock was good, and help was plentiful. While we do not have the complete records, I think local retail demand was ahead of sales a year ago, and this is certainly so at our branches in Omaha, Neb., and Denver, Colo."

TENNESSEE PRESIDENT



Archie J. Cultra, president of the Tennessee Association of Nurserymen, was born March 27, 1910, at Conway, S. C., and is the son of the late E. S. Cultra, who moved to Tennessee and founded the Morning Star Nursery, Rives, Tenn., in 1921. Archie Cultra began working for his father at the nursery after his graduation from school in 1929. In 1949, he and his brother, George A. Cultra, acquired ownership of the firm and have since operated it as a partnership.

The Morning Star Nursery, a wholesale growing business, consists of 700 acres of land, with approximately 350 acres in evergreens, magnolias and other flowering shrubs, shade and ornamental trees and roses. The nursery has adequate storage for plants during the winter, and the Cultras are especially proud of the cold storage facilities installed eight years ago. Last year an irrigation system was installed on one of the Cultra farms, using a 12-inch well which furnishes 937 gallons of water per minute. A similar installation for another farm is being planned.

Before his election to the presidency of the Tennessee Association of Nurserymen, Mr. Cultra served as its vice-president in 1954 and as a member of the executive committee in 1953. His firm is a member of the American Association of Nurserymen.

Mr. Cultra is married and has two daughters, Jane, 13, and Suze Anna, 8 years old. He is active in the local Civic club, the Masonic lodge and the Methodist church. He is a member of the Obion county school board and a director of the Farmers Exchange Bank.

"Because of extremely dry conditions at the nursery, precautions were necessary to make sure that the materials were well handled and, if possible, well watered at planting time in the customer's yard. Where the customers did their own planting, we sent a mailing piece emphasizing the importance of watering and other care."

"Collections are up to normal, so that we should have a successful year, with a profit at least as good as that in 1954 or better, because of the increased volume of bookings."

"From the comments of a few other nurserymen who have visited here this spring, I think our experience is common to theirs in that most of them also had a volume of business equal to or better than that of last year."

Nashville's Fifth Adverse Season

A severe freeze this spring, making this year the fifth in succession having adverse weather conditions at Nashville, caused much damage to plants and left a scarcity of stock, reports Richard H. Jones, Jones Ornamental Nursery, Nashville, Tenn. Current good growing conditions and continued buying in late May are the optimistic notes in the complete report, which follows:

"As you probably have already heard, this area suffered on March 26 one of the most damaging freezes it ever had. This occurrence made five successive bad years—a freeze in the winters of 1950 and 1951, three consecutive hot, dry summers, each a little worse than the one before, and then this spring freeze."

"Damage was severe to all types of broad-leaved evergreens and many of the conifers, especially arborvitae and varieties of *Juniperus chinensis*. Flowering crabs, flowering peach, flowering cherries, most of the early spring-blooming shrubs, all types of roses and many trees were damaged or killed. Fruit trees, both those in nurseries and older trees in gardens and orchards, were severely damaged, especially peach, plum and pear."

"We had a lot of early rain and warm weather before the freeze, so that everything was out in full leaf and bloom, full of sap and tender new growth. The temperature drop to 14 degrees without much warning was bad enough. The next day the weather did not get above freezing, and the next night it dropped to 14 degrees again, while the third night the drop was to 20 degrees. The calamitous effect can be well imagined."

[Continued on page 52]

A. A. N. 80th Annual Convention

July 10 to 14, Royal York Hotel, Toronto, Canada

Preliminary Program

Registration will take place in the foyer of the convention floor, starting Saturday, July 9 at 10 a. m. Registration will continue daily.

Exhibits will be installed Saturday, July 9, in three adjoining rooms leading to the main meeting room: Namely, in parlor A, the ballroom and parlor B. Board of governors sessions and all other general meetings of the convention will be held in the concert hall, and the banquet in the banquet hall, seating 1,000.

Saturday, July 9, the Ornamental Growers Association will meet in room 10 in the morning. The Fruit Tree Growers Association will meet in room 10 in the afternoon. The All-America Rose Selections will start its sessions in room 9 in the afternoon.

SUNDAY, JULY 10

From 4 to 6 p. m., the Ladies' Auxiliary will hold its annual reception in the roof garden overlooking the lake. Over 350 ladies hold hotel reservations.

From 4 to 6 p. m., the 100 or so teenagers will be entertained in parlor D.

The executive committee of the National Landscape Nurserymen's Association will meet in the morning. The full market development and publicity committee will meet in the afternoon.

In the evening, the first hospitality session will take place in the concert hall. Jan de Graaff, Oregon Bulb Farms, will present a 30-minute illustrated talk on North American lilies, followed by an hour's entertainment and a buffet supper.

MONDAY, JULY 11

The day will open with courtesy coffee and doughnuts with the exhibitors in parlors A and B and the ballroom, commencing at 8 a. m. Caucuses of the delegates from regions II, IV and VI will be held at 8 a. m.

The first general sessions of the 80th annual meeting will be called to order in the concert hall at 9 a. m. by President J. B. Baker, Jr. Following the report of the credentials committee and the certification of the delegates, President Baker will deliver his report to the board of governors. Other reports will include that on the A. A. N. group insurance plan, the treasurer's report and the report of activities of the market development and publicity committee.

Nominations of members of the board of directors from regions II, IV and VI and of officers for 1955-56 will be made.

The session will conclude with a showing of the film, "This Is Everybody's Business," prepared for the Chamber of Commerce of the United States by the E. I. DuPont Co. and made by Walt Disney.

The keynote luncheon will feature the presentation of the Baby Rambler award and the Norman Jay Colman award. Clement Johnston, chairman of the board

Details of the affiliated meetings, convention sessions, entertainment features and other events in connection with the 80th annual convention, to be held July 10 to 14, at the Royal York hotel, Toronto, Ont., have been announced by the American Association of Nurserymen in the preliminary program which appears on this page.

of the Chamber of Commerce of the United States, who was to make the address, has been called by the State Department to make a most important overseas trip. Hon. F. S. Thomas, Canadian minister of agriculture, will welcome the A. A. N. to Toronto and will be the keynote. The afternoon is open.

The teen-agers will have their own movie show in the morning in the hotel and in the afternoon will go through the Massey-Harris-Ferguson farm implement establishment.

The National Association of Plant Patent Owners will hold an all-day meeting in room 9. The Baby Ramblers will have breakfast and a meeting in room 10.

Monday evening, a special train will leave the Union station at 7:45 p. m. for Brant Inn, at Burlington, which the A. A. N. has taken over for the evening with entertainment and dancing. Dinner either before departure or after arrival at Brant Inn as may be desired. Departure time for return trip, 12 midnight.

TUESDAY, JULY 12

Eight round-table discussion groups will occupy the morning, with a general session in the afternoon for reports from the morning's discussion groups. The subjects to be considered, selected by Secretary Platt, of the N. L. N. A., and Secretary White, of the A. A. N., are as follows:

Garden center merchandising. Selling industrial landscaping. Functional uses of plants in the complete highway. Estimating landscape jobs. Credits and collections: How to extend credit and collect accounts. Building local public relations. How to attract customers. Retail sales follow-ups.

Each discussion group will have a recorder-reporter selected from the industry, who will report to the afternoon's general session, so that all may gain from the group discussions.

The film, "How to Sell Quality," shown during this session, is owned by the A. A. N. and is available for state or local association meetings, sales meetings, etc.

The Ladies' Auxiliary will hold its annual luncheon at the Guild Inn, with entertainment. The teen-agers will have

available in the morning a private pool for swimming, followed by a picnic lunch.

The commercial exhibits will be open all day from 8 in the morning at coffee until 5 p. m.

Tuesday evening will be "Canadian night" in the hospitality room, concert hall. Program will consist of dancing, entertainment and features not yet disclosed.

The American Nurserymen's Protective Association and the Nursery Association Secretaries will hold their meetings in the morning.

WEDNESDAY, JULY 13

The second general session will convene in the banquet hall at 9 a. m. to hear reports from the special committee that has handled the A. A. N. fair trade practice rules and the special committee on personnel training, the report on the survey that has been conducted by Cornell University on research in the United States pertaining to all phases of the nursery industry, and the annual report of the executive secretary. Election of officers will take place at this session. The afternoon is left free.

The ladies will have breakfast at 9:30 a. m. at Eaton's, Toronto's leading department store. The teen-agers will be taken on a tour of the city, visiting the famed castle, Casa Loma, and other points of interest.

The National Mail Order Nurserymen's Association will have its breakfast and meeting in the forenoon. The All-America Camellia Selections will meet all day.

In the evening will be the annual past presidents' banquet in the banquet hall, featuring the past presidents of both the Canadian and American associations. Installation of officers for 1955-56 will take place. Dancing and entertainment will follow.

THURSDAY, JULY 14

The final general session of the 80th annual meeting will convene in the concert hall at 10 a. m.

Reports of the necrology, special convention and convention site committee will be presented.

The budgets for 1955-56 will come before the board of governors for their consideration and action, as well as any other unfinished business.

Invitations from nursery groups interested in entertaining future conventions for 1959 and subsequent years will be heard.

The convention will close with a final group luncheon in the banquet hall. Arrangements are under way to secure one of the outstanding presentations of the recent annual Chamber of Commerce meeting in Washington—a slide film presentation on "Future Outlook for Living"—something that every American businessman should see.



CHARLIE CHESTNUT

ONE PLUS ONE EQUALS NOTHING



"!!!!!" "----" "*****"

The above is a series of bad words, which we cannot print in the paper as it might offend some of the more sedate members. Not John Bushbottom or Oscar Applequist. I have heard them use stronger language than I am quoting from remarks by Emil, but I am referring to some of the more refined members. They can fill in their own words of complete disgust, for that is what Emil was at the time, just downright disgusted.

It was his own fault but that did not soften Emil's feelings at all. It happened last spring and as the same situation might come up with any of the lower bracket members (that is the \$15.00 plus 40% members), I will relate the circumstances as near as I can remember.

Most of the older members will recall some incidents I have mentioned in regard to Mrs. Morse who is Emil's best customer here in Riverbend. Her old man owns the windmill factory and he is also the president of the bank. Emil has had a mortgage with the bank since 1919. The interest is \$90.00 per year and as far as I know Emil has never paid a cent on the mortgage. In fact he does not even pay the interest. Instead he is a part time gardener for Mrs. Morse, taking care of her yard and putting in new trees and shrubs every year. In the past 20 years we have changed the bushes around at least a dozen times. Morse lets his Mrs. use up the interest money. So Mrs. Morse always get first choice on anything at the nursery. And this finally gets me down to the point of this incident in the hectic life at the Riverbend Nursery.

Mrs. Morse was talking to Emil one morning when I overheard their remarks. "Well, Emil," she says, "you put that blue spruce I looked at right in front of the sunroom. You can take out that old weeping mulberry and plant it behind the garage. And don't try to substitute, Emil, that is the only good one you got and I will take that."

"Mrs. Morse," Emil says, "if we put anything more behind the garage we will have to put in two

layers, there ain't a square inch left to put in anything."

"You been saying that for the last 20 years, Emil," she says, "you will have to squeeze it in some place."

Emil didn't say anything to me about the order, but as he often does he carried the order around in his head, which was a fatal mistake.

Now we must go back four or five years previous to the time that Emil run the rusty old mule clipper over our horse Victoria. He got kicked in the stomach and that put Emil in the hospital for ten days. The hospital in Lake Park has been trying to collect the bill ever since until Emil promised to put in a blue spruce. In fact the Mother Superior had long since picked out the same tree that Emil sold to Mrs. Morse. Emil had stalled them on the planting for one excuse or another until they started to threaten him again. Emil swore he would give them that tree, the very same tree and no other.

One morning Emil says to me, "Chas., you may as well start on that blue spruce for the hospital, they picked out the one between the row of box elders. They are allowing me the \$75.00 for my old bill, so you better dig a big ball."

"What other one would they pick?" I says, "that's the only half-way decent blue spruce we got in the nursery," I says. "By the way, Emil," I says, "aint that the same tree you promised to Mrs. Morse without fail?"

This is the point where Emil replied with the list of swear words I had listed at the beginning of this story. While I aint allowed to put in the exact words, the old boy come as near to having a fit as I ever seen him.

"Chas.," he says, "if I dont deliver to Mrs. Morse, you know what will happen, he is just liable to foreclose the mortgage, and if I don't deliver to the hospital they will sue me."

"Looks to me, Emil, like you was between the kitchen and the woodshed," I says. "But it aint too bad, all you got to decide is if you want to lose the nursery or if you would like to be sued by the hospital; you got two choices," I says.

That was the way matters stood for several days. I didn't bring it up and neither did Emil, but I could see signs of worry on Emil. Any ordinary order he could substitute and offer any old excuse, but not on these orders. The old boy was stumped.

First come a reminder from Mrs. Morse, and the next morning we got a call from the hospital. "Too busy right now," is the only excuse Emil could think of. "It will be a few days before we can get to it," he says.

"Chas.," Emil says to me, "it's up to you to figure a way out of this mess without getting into a jam with one or the other. After all, Chas., you should have reminded me if you had your mind on business and not a lot of other stuff."

That afternoon one of the state inspectors came in to check on some scrawny raspberries shipped in from John Bushbottom, which Emil claimed was lousy with the 7-year itch, so he refused to pay. Emil didn't get away with that, but a idea come to me as I was telling the inspector about our trouble with the blue spruce.

"Bugie," I says, we always called him Bugie, "if you was to inspect that tree, and if you found it was diseased, could you put a tag on it marked "Quarantined, not to be sold" and put your stamp on it?" I says.

"Lets look at it, Chas.," he says, "I'll see what I can do."

So we drove down in the field past the box elders and I pointed the tree out to him. He walked all around the tree and scratched his head. He says, "It's really a pleasure to do this for you, Chas. I must have overlooked this tree last summer. It is bad with red spider, it's got spruce tortix and spruce bud worm, and I aint fooling. I will put the tag on for you, but you will have to burn the tree as soon as possible. I would lose my job if I ever passed that tree, Chas."

When we got back to the office, I says, "The best way, Emil, is not to sell the tree to either one, we will just show them the tag and they will have to take something

[Continued on page 46]

Still another example of how *Monrovia Nursery* helps you build your business!

Here's how *mn* quality grown plants bring you higher profits

Quality that customers can count on is your most important business asset. It means more new sales, a higher rate of repeat sales and important savings in time, effort and mainte-

nance expense. Here are six ways that MN container grown ornamentals are given the top health and beauty which will bring you biggest profits:



1 **CONSTANT RESEARCH** in MN's laboratory means improvement for growing varieties, and thorough testing for new introductions before selling.



2 **SCIENTIFIC SOIL BLENDING** to MN specifications assures finest soils for propagation of seedlings and cuttings.



3 **EXPERT PROPAGATING** from superior stock gives MN plants a better start—keeps varieties uniform, true-to-type.



4 **CONTAINER GROWING** allows root development to be rigidly controlled—rules out the element of chance.



5 **STURDY CONTAINERS** keep roots and soil together as a single compact unit easy to ship without damage—ready for rapid, shock-free growing-on.



6 **PROMPT, SPEEDY SHIPMENT** prevents your order from lying around on the shipping docks. Orders leave MN a short time after they're received.



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QUALITY EVERGREENS

BROAD-LEAVED EVERGREENS

Abelia Grandiflora
Buxus Harlandi
Buxus Semperfervens
Cotoneaster Francheti
Cotoneaster Horizontalis
Elaeagnus Fruitlandi
Elaeagnus Simoni
Euonymus Coloratus
Euonymus Fortunei Erectus
(small leaf)
Euonymus Patens
Gardenia Fortunei
Ilex Cornuta Burfordi
Ilex Cornuta Femina
Ilex Crenata Convexa
Ilex Crenata Rotundifolia
Ilex Opaca East Palatka
(heavily sheared)
Ilex Vomitoria
(well sheared)
Pride of Houston
Jasminum Floridum
Laurel Cherry
(well sheared)
Ligustrum Lucidum
(Griffing type)
Ligustrum Lucidum
(Black Wax)
Ligustrum Lucidum Nanum
Loropetalum Texanum
Magnolia Glauca
Magnolia Grandiflora
Magnolia Soulangiana
Magnolia Soulangiana Nigra
Nandina Domestica
Photinia Serrulata

CONIFERS

Arborvitae, Or. Baker
Arborvitae, Or. Berckmans
(Aurea Nana)
Arborvitae, Or. Blue Cone
(very compact)
Arborvitae, Or. Bonita
Arborvitae, Or. Bonita Golden
Arborvitae, Or. Excelsa
Arborvitae, Or. Fruitland
(Green Berckmans)

CONIFERS, cont.

Arborvitae, Or. Newark
Arborvitae, Occ. Globosa
Arborvitae, Occ. Pyramidalis
Arborvitae, Occ. Nigra
(Dark Green)
Cedrus Deodara
Juniper, Andorra
Juniperus Excelsa Stricta
Juniperus Glauca Hetzi
Juniperus Glauca Hetzi
(staked and sheared)
Juniperus Fastigiata
Juniperus Hibernica
(Irish)
Juniperus Pfitzeriana
Juniperus Pfitzeriana Compacta
Juniper Pfitzeriana Aurea
Juniperus Sabina
Juniperus Sabina Vonehron
Juniperus Sabina Vonehron
(staked and sheared)
Juniperus Scopulorum
Juniperus Sylvesteris
(Chinensis Femina)
Juniperus Virginiana Burki
Juniperus Virginiana Canaerti
Juniperus Virginiana Dundee
Juniperus Virginiana Glauca
Pinus Mugus
Pinus Nigra
(Austrian Pine)
Pinus Sylvesteris
(Scotch Pine)

CANNED STOCK

Abelia Grandiflora
Gardenia Fortunei
Gardenia Mystery
Ilex Burfordi
Ilex Convexa
Ilex Rotundifolia
Ilex Helleri
Magnolia Grandiflora
Pyracantha Formosana
(light)
Pyracantha Lalandi
(light)
Crape Myrtle

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COMING EVENTS

MEETING CALENDAR

June 20 and 21, Mississippi Florists' and Nurserymen's Association, Heidelberg hotel, Jackson, Miss.

June 20 and 21, Plains Nurserymen's Association and New Mexico Nurserymen's Association, joint convention, Hilton hotel, Albuquerque, N. M.

June 20 to 22, Missouri State Nurserymen's Association, annual short course and meeting, University of Missouri, Columbia, Mo.

June 21 to 23, Kentucky Nurserymen's Association, Butler Memorial state park, Carrollton, Ky.

June 29, summer meeting, Ohio chapter, National Shade Tree Conference, Kingwood center, Mansfield, O.

July 10 to 14, American Association of Nurserymen, Royal York hotel, Toronto, Ont.

July 31 to August 2, Virginia Nurserymen's Association, summer convention, Hotel Roanoke, Roanoke, Va.

August 1 to 5, 31st convention, National Shade Tree Conference, Mar Monte hotel, Santa Barbara, Calif.

August 2 and 3, Michigan Association of Nurserymen and the Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State College, East Lansing, Mich.

August 3 and 4, Indiana Association of Nurserymen, summer meeting, Terre Haute, Ind.

August 8 to 10, New York State Nurserymen's Association, summer meeting, White Plains, N. Y.

August 8 and 9, National Mail Order Nurserymen's Association, La Salle hotel, Chicago, Ill.

August 10, Association of New Jersey Nurserymen, Howe Nurseries, Pennington, N. J.

August 14 to 16, Southern Nurserymen's Association, annual convention, George Vanderbilt hotel, Asheville, N. C.

August 17, summer meeting, New England Nurserymen's Association, Gardner's Nurseries, Rocky Hill, Conn.

August 17 to 19, summer meeting, Ohio Nurserymen's Association, Van Cleve hotel, Dayton, O.

August 20 to 24, Texas Association of Nurserymen, Tyler, Tex.

August 22 to 24, Washington State Nurserymen's Association, Gaffney's Lake Wilderness lodge, near Renton, Wash.

September 7 to 9, Oregon Association of Nurserymen, Gearhart hotel, Gearhart.

September 13 to 15, California Association of Nurserymen, Yosemite National Park, Calif.

October 21 to 23, Texas Rose Festival, Tyler, Tex.

VARIED MISSOURI PROGRAM

Preceding the summer short course of the Missouri State Nurserymen's Association at the University of Missouri, Columbia, June 21 and 22, there will be a buffet and evening



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Better Bushes...Better Packaged

Completely new and different, the result of three years' research and testing! The new miracle packaging material, polyethylene, and a completely new idea in carton design make it possible. "Garden Magic" packaged roses combine top display value with maximum keeping quality.

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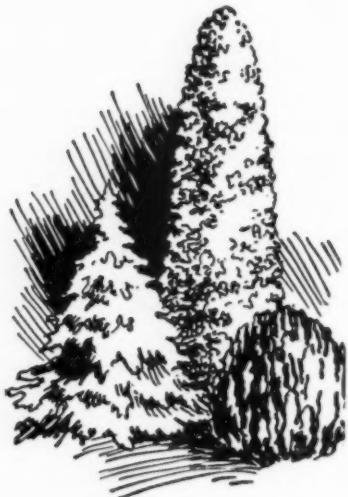
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get-together at the Daniel Boone hotel June 20.

C. Edmund Marshall, of the university staff, will open the program June 21 with a talk on "Soil, the Nurseryman's First Asset." Al Linkogel, Link's Nursery, Clayton, Mo., will follow with a talk on "Turf Grasses." After lunch Vernon T. Marshall, Arlington, Neb., vice-president of the American Association of Nurserymen, will address the group. John P. Mahlstede, of Iowa State College, Ames, will speak on "Nursery Uses of Polyethylene and Other Packaging Materials." "Why Stop with a Foundation Planting" is the subject on which Harold E. Mosher, of Missouri State University, will talk.

Tuesday evening the nurserymen will enjoy their annual barbecue at Wilkerson's Nursery, at the edge of Columbia.

Wednesday morning, Robert Hillmeyer, Hillmeyer Nurseries, Lexington, Ky., will lead a discussion on "Trends Toward Salesyard Type of Nursery Operation." "Diseases of Shade Trees and Ornamentals" will be discussed by a panel of plant pathologists, which will include Theodore W. Bretz and Harold G. Swartout, both of the University of Missouri.

The convention will conclude after luncheon and the business session of the Missouri State Nurserymen's Association.

JOINT SOUTHWEST PROGRAM

Members of the Plains Nurserymen's Association of Texas will be guests of the New Mexico Association of Nurserymen in a joint convention in the Hilton hotel, Albuquerque, N. Mex., June 20 and 21.

A highlight of the program will be an address by J. B. Baker, Jr., Fort Worth, Tex., president of the American Association of Nurserymen, on the "Plant America" campaign. C. J. Lauden, Tyler, Tex., will describe the A. A. N. planting campaign on a regional basis.

Other speakers will be Dr. R. F. Crawford, of the New Mexico A. and M. College; Dr. C. C. Compton, Denver, Colo., entomologist with the Shell Oil Co., who will discuss insect control, and Dr. J. R. Thompson, Corona, Calif., who will discuss pruning and grafting.

JOINT MICHIGAN MEETING

The Michigan Association of Nurserymen will hold its summer meeting in joint session with the Michigan Landscape Conference August 2 and

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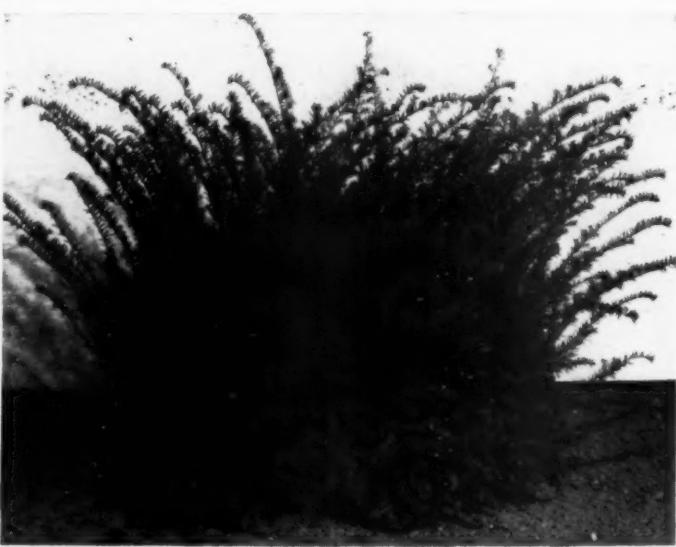
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<i>Ilex bullata</i> , 6 to 8 ins., 2-yr., T.	\$15.00
8 to 10 ins., T.	20.00
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Truckloads only, no boxing.
60 acres growing. Skaneateles, N. Y.

3, at Kellogg Center, Michigan State College, East Lansing. George G. Farley, secretary of the Michigan Association of Nurserymen, has indicated that a good educational program will be forthcoming. As for social activities, the annual barbecue is scheduled for the evening of August 2. All are welcome.

NEW YORK SUMMER MEETING

The summer meeting of the New York State Nurserymen's Association, according to the announcement of B. B. Stangler, secretary-treasurer, will cover two days, August 9 and 10, preceded by directors' and committee meetings, August 8, with dinner at 7 p. m., at the Roger Smith hotel, White Plains.

Tuesday morning, August 9, will open with registration at the Lawrence Labriola Nursery, Armonk, and a short meeting of the association. At 10 a. m. there will be a demonstration of equipment and an exhibit of machinery and materials adaptable to nurserymen's use. Luncheon will be served through the courtesy of equipment and material exhibitors.

On the second day, August 10, there will be an exhibit and demonstrations of nursery sales garden packaging, nursery cans, pots, burlap, etc., at the Green Valley Nursery, Hawthorne. After a buffet luncheon, a tour will be made of neighboring nurseries, concluding with a visit to the Rosedale Nurseries for a steak dinner.

TEXAS CONVENTION

Plans have been about completed for the annual convention of the Texas Nurserymen's Association August 20 to 24, at Tyler, Tex. William M. Collins, executive secretary, asks that all requests for hotel reservations for the affair be directed to the housing committee, T. A. N., Box 3338, Tyler, Tex.

PLAN AT ASHEVILLE

Nurserymen of 14 southern and southeastern states have picked the cool mountains of western North Carolina for their annual meeting place in August.

Already big plans are being made by Asheville and other North Carolina nurserymen to entertain more than 500 persons expected there for the annual meeting of the Southern Nurserymen's Association, August 14 to 16.

Nursery and landscape problems,

Malathion controls:

Aphids
Spider mites
Whitefly
Mealybugs
Thrips
Japanese beetle adult
Four-lined leaf bug
Tarnished plant bug
Rose leafhopper
Potato leafhopper
Soft brown scale
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Black scale crawlers
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Oyster shell scale
Juniper scale
Fletcher scale
Bagworms
Oak kermes
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Lace bugs

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**for practically all
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... one insecticide**

MALATHION*

Called "one of the safest insecticides to handle" by the USDA, malathion is the first phosphate insecticide to combine high insect toxicity with low mammalian toxicity. Compatible with most other spray materials.

You profit 2 ways

- 1 . . . by simplifying your own insect control problems.
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for malathion will solve practically all their garden insect problems.

Write today for complete information on use of malathion on ornamentals. Ask for **MALATHION GROWER'S HANDBOOK**.

Consult your regular sources of supply for malathion insecticides, packaged by well-known manufacturers under their own brand names. Or write us for suppliers' names.

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READY NOW

	Per	Per
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<i>Cornus florida.</i>		
S., 1-yr., grafting size...	\$ 7.50	\$50.00
S., 1-yr., below grafting.	5.00	40.00
<i>Ampelopsis veitchii (Boston Ivy)</i>		
S., 1-yr., No. 1.....	7.50	60.00
S., 1-yr., No. 2.....	5.00	35.00
<i>California Privet</i>		
1-yr., R.C., 12 to 18 ins...	5.00	45.00
2-yr., R.C., 18 to 24 ins...	7.50	60.00

Free packing for cash with order.

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300 acres of choice Evergreens
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Quality seedlings and transplants for
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Specialists in PERENNIALS

SEEDS—PLANTS—BULBS

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Seedling grown.

2, 3 and 4-yr. transplants

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practices and principles will be presented by outstanding authorities in a series of talks, addresses, demonstrations and panel discussions, according to the program chairman, Harry L. Nettles, Asheville.

Panel leaders will include men outstanding in the fields of scientific research, nursery operation and business management. They will come from eight southern states.

The program committee is planning a balanced schedule, with time for work and time for play.

One of the features of the 3-day meeting will be the hospitality hour at the opening session of the convention Sunday, August 14, offered by the North Carolina nurserymen.

Other features will include tours to nearby points of interest in this scenic wonderland, almost in the shadow of the Great Smoky mountains national park. The famous Biltmore House, completed in 1895 by the late George W. Vanderbilt, is only a few miles from convention headquarters. The landscape setting for this mansion and estate was planned by Frederick Law Olmstead, designer of Central park, New York city. It is said to be one of the finest examples of landscape design in America.

Many of those driving to the convention city from the southeast and middle Atlantic states will be coming over the beautiful Blue Ridge parkway, ending within four miles of Asheville. Others from the southwest will be driving through the Great Smoky mountains national park to the west of Asheville. All of them will be coming for information and fun in the cool mountains. It's beginning to look like a record attendance this year.

Charles G. Tennant,
S. N. A. Committee

OHIO SUMMER MEETING

The annual summer meeting of the Ohio Nurserymen's Association will be held August 17 to 19 at the Van Cleve hotel, Dayton, O. Miami valley nurserymen will be hosts for the affair. A meeting has been held by President Kyle, with Frank Turner; James Siebenthaler, vice-president, and Roger C. Aukeman, secretary-treasurer, to discuss plans for the event.

STARTING in the retail nursery business on five acres of land is Harold W. Langley, Everett street, Sherborn, Mass. Mr. Langley previously has been in the landscaping business.

COVER ILLUSTRATION

Picea Purpurea

Picea purpurea is a little known species that was introduced in 1910. It has been used sparingly in landscape plantings, but it has some characteristics which may warrant its greater use in some regions.

Picea purpurea is listed by Rehder as being upward to 100 feet in height, with scaly bark on the larger limbs and trunk. The twigs are yellowish-gray in color and densely hairy. The needles are about two to four inches long and much compressed.

The native habitat of *Picea purpurea* is west China, and Rehder lists it as being hardy in zone 5.

The generic name, *picea*, is the ancient Latin name derived from *pix*, meaning pitch. The species name, *purpurea*, is given because of the violet-purple cones.

Little is known regarding the exact cultural requirements of this species, but it may be assumed that they are similar to the more common Asiatic species. The writer has not had experience in the propagation of this plant, but it undoubtedly can be produced from seeds.

This species is not sufficiently outstanding to recommend its use as a substitute for the better, common species, but it can be used to add variety.

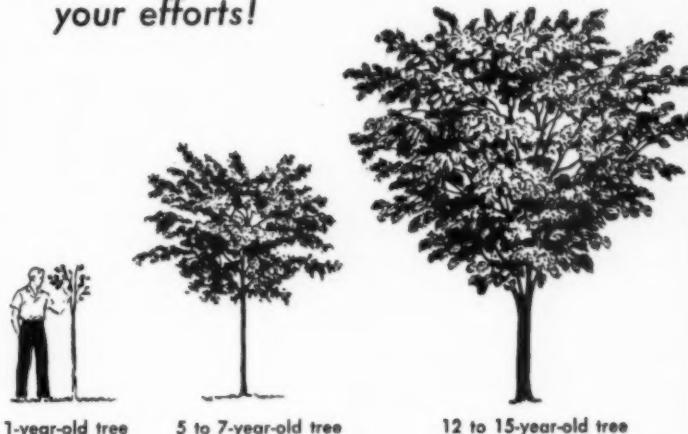
L. C. C.

PLANS for a European trip have been made by Dr. William E. Snyder, recently appointed professor of ornamental horticulture at Rutgers University, New Brunswick, N. J. Dr. Snyder will leave, with his wife, on the French Line steamer *Liberte* June 29. Their two sons, Ralph, 11, and Karl, 9, will spend the summer in Louisiana. Dr. Snyder and his wife will visit horticultural stations and nurseries in England, Scotland, France, Germany and Holland and will attend the International Horticultural Congress in Holland. The horticulturist ends his duties at Cornell University this spring. A report of his new appointment, effective September 1, appeared in detail in the May 1 issue of the American Nurseryman.

NEWLY established in the landscape business is Roland E. Chanel, R. D. 1, McCallum road, Alliance, O. On four acres of land he will grow flowering shrubs and evergreens.

Be ready with **MORAINE® Locust**

**The shade tree that repays
your efforts!**



1-year-old tree 5 to 7-year-old tree 12 to 15-year-old tree

Your customers, like thousands all over the country, will appreciate the beautiful, stately Moraine Locust, the fast-growing, hardy shade tree, known for its easy maintenance.

Moraine Locust has no seeds, no thorns. Its long, graceful compound leaves provide a light, lacy shade that permits enough sunshine to filter through to encourage lawn grass grown beneath.

The graceful vase shape of the Moraine Locust will produce the same landscape effect that made the typical American Elm so popular throughout the United States.

National advertising directs shade tree buyers to their local nurseryman—to you—for Moraine Locust trees. Prepare now by stocking enough trees to get your share of this growing business.

• Order Moraine® Locust trees from these Licensed Propagators

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Faribault, Minn.**

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**Doty & Doerner, Inc.
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**Kelly Bros. Nurseries
Dansville, N. Y.**

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Monroe, Mich.**

**Jackson & Perkins Co.
Newark, N. Y.**

**A. McGill & Son
Fairview, Ore.**

**Lake's Shenandoah
Nurseries
Shenandoah, Ia.**

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Arlington, Neb.**

**Princeton Nurseries
Princeton, N. J.**

**Milton Nursery Co.
Milton, Ore.**

**Mt. Arbor Nurseries
Shenandoah, Ia.**

**The Willis Nursery Co.
Ottawa, Kan.**

**The Siebenthaler Co.
Dayton 5, Ohio**

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Oklahoma City 1, Okla.**

*Plant Patent No. 836, "Moraine" is the registered trade mark in both the U. S. and Canada of The Siebenthaler Company, Dayton, Ohio

THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

MORE ON PLANT GENETICS

In a short article I previously discussed the genetics of plant varieties as raised from seeds, with a few of the applications of interest to nurserymen. In this article I shall discuss the genetics of plants and their varieties in relation to plants propagated asexually. This is the branch of genetics most interesting to nurserymen. Again I remark, these articles are written for the beginning nurseryman or plant breeder and not the scientist, because the exceptions to the rules are what make genetics a complex science.

In general, the new varieties that are created either accidentally or on purpose by and for nurserymen are of one of two origins. One is from hybrids between species or varieties of the same species. As mentioned in the previous article, these usually show characteristics that are like the parents or ancestors or are modifications of both parents with characteristics in between the two. When a plant progeny is thus produced, if desired it can then be propagated by one of the four asexual methods, budding, grafting, cuttings or division, and need not be established as a seedling strain.

The other source of new varieties for nurserymen is the production of mutants, or sports. A mutant is the spontaneous creation of a variety or even a species that bears characteristics that are different from those in the parents or ancestors. In all genetics, the different characteristics a plant possesses are dependent upon the genes in the chromosomes. This complex part of genetics cannot be discussed too deeply, but in a mutant a new gene is probably unaccountably introduced into the chromosomes.

A mutant can be of two types. In one case the whole plant is a mutant and is different. The other is a bud sport, or bud mutant, wherein a branch on the plant is different from the rest of the plant. Many valuable fruit varieties have arisen as bud sports. It is not known how bud sports are created or caused in the tiny plant cells.

Some species of plants mutate rarely; others mutate frequently and even repeat the same mutations, which are

called recurring mutations. Variegation in privet is probably a recurring mutation.

The question probably arises in your mind, how are mutations induced. It is thought that environment can have no permanent effect on the genetic make-up of a plant. For instance, the common native cedar is a sprawling shrub in the far north and a large, open tree in the south, but they are still the same tree, and seeds from either will produce plants that will be shrubby in the north or tall in the south. Also, that bald cypress on my lawn has no knees, but if it had grown as a seedling in a swamp it would have them. While environment cannot induce mutation, several outside causes can. Colchicine, a poison from the autumn crocus, is used by geneticists for that purpose, as are X rays. Now it is found, as you have read in the newspapers, atomic radiation can

cause mutations. Tiny injuries to the cell can rarely cause mutations without killing the cell; an example is a chimera, or graft hybrid, wherein the cells produce tissue containing characteristics of both stock and scion. It is doubtful if a chimera can be produced on purpose.

In some instances the needs and desires of man are counter to those of nature. This is true in certain plant varieties, of which, after their creation, asexual propagation is mandatory. Examples are seedless oranges and grapes, which, after they occur, obviously must be reproduced by grafting or some other asexual means.

Nearly all new varieties of plants occur accidentally, and the beginning plant breeder usually is content with what chance gives him. Fortunately, chance is usually obliging with something new, if unexpected. The question then arises, how successful is planned plant breeding with a definite goal in mind. This kind of genetics is best left to the professional.

Some planned goals, for instance, while theoretically possible, are actually impossible; for instance a desirable flower color may always go with coarse foliage in a certain plant and no amount of crossing

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18 to 24 ins., clumps.....	\$4.00	\$35.00
2 to 3 ft., clumps.....	6.00	50.00
3 to 4 ft., clumps.....	8.00	70.00

ILEX VERTICILLATA

	Per 10	Per 100
2 to 3 ft., clumps.....	6.00	50.00
3 to 4 ft., clumps.....	7.00	60.00

VIBURNUM CAESIOIDES

	Per 10	Per 100
3 to 4 ft., clumps.....	5.00	40.00
3 to 4 ft., clumps.....	7.00	60.00

VIBURNUM DENTATUM

	Per 10	Per 100
2 to 3 ft., clumps.....	4.50	35.00
3 to 4 ft., clumps.....	6.00	50.00

SUGAR MAPLES

Unit price in quantities

	10 to 50	100 to 500
Acer saccharum	49	250
1 1/2 to 1 1/2-in. cal.....	\$4.00	\$35.00
1 1/2 to 1 1/2-in. cal.....	6.00	50.00
1 1/2 to 2-in. cal.....	7.00	60.00
2 to 2 1/2-in. cal.....	9.00	80.00
2 1/2 to 3-in. cal.....	12.00	110.00

PAPER BIRCH

	Per 10	Per 100
4 to 6 ft.		
3 stems and up.....	\$30.00
6 to 8 ft.		
3 stems and up.....	40.00

GRAY BIRCH

	Per 10	Per 100
4 to 6 ft.		
3 to 6 stems.....	25.00	\$200.00
6 to 8 ft.		
3 to 6 stems.....	35.00	250.00

CLUMP BIRCH

	Per 10	Per 100
4 to 6 ft.		
3 stems and up.....	\$30.00
6 to 8 ft.		
3 stems and up.....	40.00

PAPER BIRCH

	Per 100	Per 1000
2 to 3 ft.	\$8.00	\$70.00
3 to 4 ft.	25.00	200.00
4 to 6 ft.	40.00	300.00
6 to 8 ft.	90.00

LINING-OUT STOCK

	Per 100	Per 1000
Acer saccharum	12.00	100.00
3 to 4 ft.	30.00	250.00
4 to 6 ft.	60.00	500.00
6 to 8 ins.	7.00	60.00

ILEX VERTICILLATA

	Per 100	Per 1000
1 to 2 ft.	10.00	90.00

SYRINGA VULGARIS

	Per 100	Per 1000
1 to 2 ft.	7.00	60.00

VIBURNUM ACERIFOLIUM

	Per 100	Per 1000
6 to 12 ins.	8.00	70.00

VIBURNUM CAESIOIDES

	Per 100	Per 1000
1 to 2 ft.	8.00	70.00

VIBURNUM DENTATUM

	Per 100	Per 1000
1 to 2 ft.	8.00	70.00

HEMLOCK TRANSPLANTS

	Per 100	Per 1000
Tsuga canadensis	15.00	120.00

HEMLOCK SEEDLINGS

	Per 100	Per 1000
Tsuga canadensis	4.00	20.00
9 to 12 ins.	6.00	45.00
12 to 18 ins.	8.00	65.00

ISAAC LANGLEY WILLIAMS

P. O. Box 352

EXETER, N. H.

TAXUS MEDIA HALLORAN

Past winters have proved this variety to be very well adapted for the middle western climate. We have 1, 2 and 3-year liners to offer.

VERKADE'S NURSERIES

NEW LONDON, CONN.

will separate the two factors. This is known as linkage, and these characteristics are located in genes that always go together. Some time ago I recall reading of a U. S. D. A. experiment with cows in which Holsteins, which give a lot of poor milk, were crossed with Guernseys, which give a modest amount of rich milk, with the hope that the cross would give a lot of rich milk. You guessed it; the cross gave a small amount of poor milk. I also recall talking to some U. S. D. A. plant breeders about their efforts to produce a better filbert variety. After years of labor they had created a variety that was only partly what they sought. They had to do considerable soul-searching to decide whether to release it and give the orchardist a fairly good variety or give them nothing and work on it for another 20 years or so.

I hope this little bit of genetic information will interest some young nurserymen and encourage them in creating and looking for new plant varieties. Incidentally, the study of genetics itself is a most interesting one to the plant lover. E. S. H.

FLORIDA TRAINING PLAN

A curriculum for landscape nurserymen which closely follows the recommendations of the National Landscape Nurserymen's Association is offered at the University of Florida, Gainesville.

After successful completion of the university's program of basic comprehensive courses during the freshman and sophomore years, landscape students enter the college of agriculture in their junior year and pursue the curriculum for landscape nurserymen.

In addition to the usual academic subjects, landscape students receive training in art and drawing, engineering and surveying, botany and horticulture, land management and soil improvement and land use for human enjoyment.

A special feature of the course is the opportunity for practical experience made possible through placement training under college supervision and guidance. The horticulture department at the university assumes the responsibility of counsel with both students and employers while the students are in off-campus placement training in Florida nurseries. All students have the opportunity to help with the planning and staging of the agricultural fair.

Additional information may be obtained by writing to the department of horticulture at the university.



HANKOW CORKSCREW TREE

(*Salix Matsudana Tortuosa*)

This fascinating horticultural curiosity comes from the Hupeh Province of East Central China. Our photograph shows the dainty filigree habit of growth when this unusual tree is allowed to grow unpruned. Branches both large and small grow upward with an exotic corkscrew twist. If you want a horticultural novelty to offer, in order to stimulate orders from new and old customers, we are sure that this charming hardy Oriental tree will do the job for you.

We will have a large quantity of these to deliver this fall in sturdy 3 to 4 ft. small trees that will be ideal for mail order use.

We have consistently priced our 3 to 4 ft. stock at \$2.50 each, wholesale, and this same stock has been selling readily, retail, at \$4.95 or \$5.00. Our price for fall, 1955, or spring, 1956, delivery is:

3 to 4 ft. size

\$2.50 each, in units up to 100

2.25 each, in quantities of 100 to 250

2.00 each, in quantities of 250 or more

This tree is also known in common parlance as Corkscrew Tree, Corkscrew Willow, or Contorted Hankow Willow.

**BEARDSLEE NURSERY
PERRY, O.**

PRICES AND PROFITS

Comments on Business Management in the Nursery

By John J. Pinney

USE OF ODD PRICING

When you read your newspaper this evening, notice the prices on the merchandise advertised. I think it is a safe conjecture to say that you will find most of them are not even numbers, but represent a slight reduction from the next highest round number. For example, instead of \$5, the price probably will be \$4.95 or some other figure slightly less than \$5.

All of the following prices were taken from the advertisements in a single issue of the big city daily that I read every day and all of the prices applied to the nationally advertised merchandise.

\$17.98	\$ 3.79	\$199.95
29.98	99.95	.39
69.50	2.99	68.88
9.98	1.99	149.95
10.98	10.95	17.95
.98	3.95	

I have not made a psychological study of the pricing of merchandise for the retail trade, but it is perfectly obvious to me that the similarity in the prices listed is not merely a coincidence. By far the greater number of prices advertised are of this type, and all of the prices were copied from advertisements of retailers who had been successful in their fields.

Why publish a price of \$199.95 instead of \$200 or \$1.99 instead of \$2? Evidently these retailers are aware of some desirable psychological effect that such prices have upon their customers. One could hardly imagine a person of average intelligence being influenced to buy the article because of the 5-cent saving on a \$200 investment, a saving so small percentage-wise that it is not worth figuring.

The big mail-order houses follow the same practice in pricing as the newspaper advertisers. Rarely is an even number used in pricing. Instead, a price just slightly lower is used in a vast majority of cases, such as \$3.98, \$15.95, 49 cents, 99 cents, 98 cents, 69 cents, etc. These firms made an exhaustive study of the prices that give the best result and found that sometimes the higher price will be more effective than one that is lower. For example, 49 cents

is better than 47 cents. It not only induces more people to buy, but it gives the retailer 2 cents more for his merchandise.

An independent research firm in New York made a study of 3,025 retail store advertisements appearing in newspapers in 37 cities. The purpose of the study was to show the specific prices at different price levels that are featured most extensively.

They found that the four most popular prices in the 5-cent to \$1 range are 29, 59, 25 and 39 cents. In the 5-cent to 51-cent range the top five favorite prices in order are 29, 25, 39, 49 and 19 cents. In the group from 51 cents through \$1, the favorite prices in order are 59, 69, 55, 79 and 75 cents. It is a well-

established fact, says this research firm, that an attractive psychological price materially increases the salability of a product.

In the application of these findings to the nursery business I believe they will be found more useful to the cash-and-carry operators and the catalog firms than to nurseries which sell through salesmen. Many of the sales in a garden shop come under the heading of impulse buying and a psychologically correct price may step up the number of impulses.

If the big mail-order firms consider it good business to use odd prices for clothing, shoes, appliances, etc., it seems reasonable to assume that a mail-order nursery would find it profitable to follow the same practices.

There may be some who feel that a price of 39 or 79 cents represents a price cut, but as often as not it may constitute an increase in price. If you decide that a price of 75 cents will give you a fair profit on a certain item, you probably can get 79 cents for it as easily as 75 cents and thereby increase your profit.

QUEEN O' the LAKES

(Dark
Velvety
Red)

and 30 other fragrant

SUB-ZERO HYBRID TEAS

Large and beautiful as any. Easy to grow; long to live. Bloom more; more constantly. Save replacement expense.

Tree Roses topped with all varieties can survive 15 degrees below zero without protection.

Also 20

Yellow and Orange Climbers



Also Floribundas and Grandifloras. Also many varieties of our new race of everblooming climbers which we call Everblooming Pillars. These bloom the first year like Hybrid Teas and on all stems and canes the year they grow; large Hybrid Tea blooms in great quantity.

These Roses have been honored by some of the leading Distinguished Service Medals.

Write for trade prices to

BROWNELL ROSES LITTLE COMPTON, R. I.

PACHYSANDRA

The ideal permanent evergreen ground cover plant for shady and semishaded areas in all climates. Strong, well-rooted, 1-yr. plants, grown in outside soil frames: \$4.25 per 100, prepaid. \$35.00 per 1000; \$32.50 per 1000 for 10,000 or more in same shipment. Available for prompt shipment—late March through November. Shipments anywhere. Good packing free.

PEEKSKILL NURSERY

Phone: Lakeland 8-5595

SHRUB OAK, N. Y.

SEEDS

for the Nurseryman and Forester.
Write for catalog.

**F. W. SCHUMACHER, HORTICULTURIST
SANDWICH, MASS.**

**FLORIDA STATE
CONVENTION**

[Continued from page 7]

age they can cause. He showed a series of slides on nematode damage to roots, the characteristics of various nematode species and their life cycles.

Dr. James Tammen, plant pathologist, state plant board, spoke of "Soil-borne Diseases." He divided plant diseases into three categories: (a) those that attack roots only, (b) those that attack roots and the basal portions of the stems and (c) those that attack roots, stems and even leaves. He stressed sanitation; dirty tools can contaminate sterilized soil, and the organisms may spread rapidly because natural enemies have been eliminated. Another source of contamination is water and debris from the walks.

"Chemical Soil Fumigation" was discussed by Dr. Ed. Williamson, plant pathologist, state plant board. Dr. Williamson is on leave from Cornell University, Ithaca, N. Y., and is assisting the state plant board in ornamental disease control work. He described the various chemicals available for controlling nematodes, diseases and weeds in the soil. He stressed the toxicity of the various materials and the precautions that should be used. Dr. Williamson pointed out the various problems that affect chemical treatment of the soil. It is difficult to fumigate during the winter months in some areas, since most chemicals are more effective at temperatures above 60 degrees Fahrenheit. Water is an important factor. A heavy rain after fumigation can delay planting a week or more by retarding movement of the gas from the soil. In spite of these and other problems, chemicals have given good control of diseases, nematodes and weed seeds.

Soil Sterilization

"Steam Sterilization" was discussed by Dr. E. W. McElwee, ornamental horticulturist, agricultural extension service. He pointed out that soil is not sterilized, merely pasteurized, by the temperatures normally used. The term sterilization, however, is commonly used and is well understood by most growers. "There are several methods of sterilizing soil with heat," Dr. McElwee continued. "Hot water, electric baking, flame or flash and steam." He then went into the merits and limitations of each method.

Boiling water is not effective, except possibly for thin layers of sand or similar materials, as it does not

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WEED KILLER
for
nursery
seedlings**



ALANAP®-I

Guard your nursery plantings with Alanap-1. It's Naugatuck's remarkable new selective weed killer that has proved itself nationwide.

Spray Alanap-1 after transplanting and annual weeds are killed as they start to sprout. Hand-weeding costs are largely eliminated!

What's more, where Alanap-1 is sprayed, the nursery plantings in most cases are actually bigger and healthier.

One application gives excellent control of weeds from 3 to 8 weeks, even after heavy rains. Also, Alanap-1 is non-hazardous to humans or animals.

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A. N. Pierson, Inc.
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Leading varieties. All sizes, 3 to 8 ft.
4000, all transplanted.

RED LAKE CURRANTS

Assortment of Large-size Plants
for Landscape Planting

Having sold land, will clear this fall.
Inspection and Correspondence Invited.

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EVERGREEN TREE LINING-OUT STOCK

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POTTED LINERS SEEDLINGS TRANSPLANTS

Catalog on request.

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Freeport Rd. BUTLER, PA.

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations

DIAMOND STATE NURSERIES
MILFORD DELAWARE

penetrate deeply enough. It cakes soils, and the grower must wait for the soil to dry out before he can use it. The electric sterilizers are best adapted for small quantities of soil, in areas where electricity is cheap. Baking can also be used for sterilizing small quantities of soil, but is a cumbersome procedure. The flame sterilizer is used by some nurserymen in the state. This method will handle about two cubic yards per hour. It may not do a thorough job if the equipment is overloaded and may burn up some of the organic material in the soil.

Steam, according to Dr. McElwee, is the most effective and practical method of sterilizing soil. It is easy to use, once the equipment is on hand. It can be used near growing plants, and the soil is ready for planting as soon as it cools. The method is adapted for handling large or small quantities of soil. It also increases the granulation, drainage and water-holding capacity of most soils.

He then discussed the various methods of steaming soils by buried pipe, the Thomas overhead method, the steam pan and the steam rake. The steam rake has given good results in Florida's sandy soils.

Dr. McElwee pointed out that it is important that the soil temperature be raised to 180 degrees Fahrenheit and held for 30 minutes to do a good job.

Proper preparation of the soil is important. It takes longer to sterilize a dry soil than a moist soil. Soil that is moist enough for planting is ideal. If possible, it is better to work and moisten the soil at least a week before steaming so that the micro-organisms will be active and steam will penetrate the soil more rapidly. The end results will be better control of diseases, pests and weeds. If weeds germinate in the bed, you have not sterilized your soil, he said.

The problems and precautions in sterilization with steam were stressed. Recontamination can take place in 6 weeks or 6 months depending on how much care is used in keeping the soil sterile. All tools should be sterilized. If it requires more than 3 hours to sterilize the soil, the lines should be shortened or the pressure of the steam should be increased. Gypsum or superphosphate may be added before steaming to prevent zinc, manganese and copper from building up to toxic levels. All manure, peat and similar unsterilized materials should be added before steaming.

The audience and speakers developed a rather lively discussion during the question and answer period on the use of some of the new chemi-

SMALL FRUIT PLANTS

Grapes

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69 Orchard St. FREDONIA, N. Y.

ORNAMENTAL EVERGREENS

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Trees, Evergreens, Shrubs Fruit Trees

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20 MILLION TREES A YEAR!



Evergreen Seedlings—Transplants,
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Free Christmas Tree Growers' Guide

MUSSER FORESTS Box 16-F Indiana, Pa.

NORTHERN COLLECTED EVERGREENS

FERNS PLANTS SHRUBS

WILLIAM CROSBY HORSFORD
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HOLLIES

One of the most complete collections
of the better named varieties of Ameri-
can and English holly. 3 to 6-inch pots.
Send for list.

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Stock that is hardy.

WHOLESALE

SUMMIT NURSERIES STILLWATER, MINN.

cals as soil drenches. Research findings and control measures were discussed by Dr. Julius Feldmesser, nematologist, United States Department of Agriculture, and Ed. L. Ayers. Dr. Chitwood stated that flooding was not a practical nor effective way of controlling nematodes. It would take several years to drown them and then, he said, it was doubtful if one would get them all.

Entertainment

An interesting film, "How to Sell Quality," was shown to the group at the evening session to illustrate various salesmanship pointers. Accompanying comments were given by Gervin Pringle.

A busy program was arranged for the ladies, including a pool party, shuffleboard sessions, a luncheon and fashion show, and a boat ride to view the famous homes along the beach.

Tuesday afternoon, nurserymen and their families visited the nurseries and greenhouses in Palm Beach county and vicinity.

FLORIDA CHAPTER ELECTS

The Florida chapter of the American Association of Nurserymen held two meetings during the convention of the Florida Nurserymen and Growers Association, at Riviera Beach, May 15 to 17. The excellent publicity gained from the industrial landscape awards program was discussed. It was the consensus of the group that this program should be increased and enlarged, particularly by the local group, and more publicity should be given both to the landscape firms doing the work and the industrial concerns participating in the awards projects.

The matter of promoting and participating in a "Plant Florida" program was indosed, and a committee was appointed to outline such a program.

The Florida chapter elected the following officers for the year: President, Charles Wedding, Wedding Nurseries, St. Petersburg; vice-president, Thelma Vick, Ixora Park Nurseries, Miami; secretary, John Hutton, Hutton Nursery, Inc., Miami; treasurer, Holly Popham, Palmer's Nursery, Sarasota, and delegates, Gervin Pringle, Florida Landscape & Nursery Co., Leesburg, and Myrtle Armstrong, Kitchen Door Nursery, Miami.

E. C. BUSHNELL NURSERY has changed its address from 115 Englewood avenue, Syracuse, 7, N. Y., to Game road, Syracuse 5, N. Y.

FALL BULBS

IMPORTED FROM HOLLAND

Because we import bulbs in large quantities, we are able to effect the maximum savings which we pass along to our customers. Orders must be placed early to get the benefit of these savings. We offer a wide assortment of:

TULIPS

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Special collections at less than list price.

Descriptive price list ready now.

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WE OFFER ...

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SMALL FRUIT PLANTS

Let us quote on your requirements.

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EVERGREENS

Seedlings - Transplants
Write for illustrated list.

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LINING-OUT and FINISHED STOCK

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ARMINTROUT'S EVERGREEN NURSERY

ALLEGAN, MICH.

Seedlings—Transplants
Finished Stock
Send for price list.

PLANT NOTES HERE AND THERE

By C. W. Wood

New Potential Seen in Legumes

Several years ago I noted with interest an experiment by Professor Virtanin in which it was shown that nonleguminous plants growing near legumes on whose roots nodule organisms have taken up their abode excite the latter to increased production of nitrogen. Although I have watched for results in our own garden, we did not have the technique nor equipment to evaluate properly. The conclusion reached by the experimenters, according to my understanding, is that some of the increased organic nitrogen compounds produced by this excitation are utilized by the nonlegumes, thereby benefiting the latter at no apparent harm to the organisms on their hosts. Practical applications of the discovery remain to be worked out, I believe, but its potential value is apparent.

Dasyliion Texanum

Dasyliion texanum is one of the curious manifestations of the lily family, little known to horticulturists in the north. It is a genus of about 15 recognized species inhabiting arid regions in Texas, New Mexico, Arizona and Mexico, where its plants have assumed the characteristics of desert flora. Being too sensitive to cold for outdoor culture in the north and too large (eight to 20 feet in height when in flower) for indoor culture except in its early stages, the plant is of little interest to growers of hardy plants outside the south.

D. texanum does, however, find a place in the horticultural trade, being the source of the so-called spoon cactus, which finds much favor among flower arrangers, both amateur and professional. The spoon cactus is in no way connected with a cactus; as it reaches shops, it is the leaf of this dasyliion, with the bowl-like base trimmed to spoon shape. The base, creamy-white and glossy, surely simulates a spoon when used upside down in arrangements.

Since a part of the plant has become popular with floral artists, the plant itself has had much publicity, most of it unfavorable to its use as an ornamental. The consensus, as voiced in print, seems to be that it has little decorative value. I was in-

terested, then, to read in "Valuable Plants Native to Texas," by H. B. Parks: "It is of great value in floral structure where the foundations of buildings are to be given a floral covering. It is a plant that should be utilized to a greater extent than at present."

Mr. Parks calls it "a long-time annual, requiring some 10 to 15 years from seed to flower, dying as soon as the seed has been matured. It bears a large rosette of narrow blades from two to four feet in length, the edges of which are bordered by teeth. At flowering time it sends up a strong shoot, which may grow up to 20 feet, depending upon the soil in which the plant grows. The stalk bears nu-

merous small leaf blades and is covered in the upper third by large numbers of small lily flowers which are followed by small black fruits."

Ornamental Grasses

During a recent investigation of ornamental grasses for floral work, I made several discoveries of interest to commercial plant growers, but they need further development before they are presented to American Nurseryman readers. That will have to be deferred till a later date. A few observations may be made at this time.

First of all, it is really surprising to see so few kinds of ornamental grasses used in floral work. Make

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GET THE BEST BUY ILGENFRITZ

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FLOWERING CRABS
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Fruit Trees and Berries
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Complete Selection
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Write for our Free Wholesale Catalog

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SINCE 1872
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NORTHERN-GROWN STOCK

Evergreen Liners
Bleeding Hearts
Ornamental Shrubs
Fruit Trees
French Lilacs
Philadelphus Minnesota Snowflake
(Plant Patent No. 538).
Send for list.

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ST. PAUL 6, MINN.

EVERGREENS

Growers of Quality Evergreens
Lining-out Stock a Specialty
Write for Trade List



Established 1864 STURGEON BAY, WIS.

a survey of the situation, examining the wealth of material from the small, fragrant, yellow-headed, annual Anthoxanthum gracile to the towering, perennial pampas grass. There is material here for all sorts of floral work in modern vogue, and it might be possible to bring back some of the fancies of the past.

That grasses were more used by the artists of former days is apparent from a reading of their literature. There we find that grasses entered into many of the floral decorations of those times, especially as now, when they are used at all, in winter bouquets. We also discover that they were favored in headdressing. Thus, we find M. Jules Lachauze in the middle of the past century writing on that subject in *La Belgique Horticole*; a literal translation of the comments, in part, follows:

"This kind of headdress is worn with either even or wavy locks. It is graceful, but only suitable for those ladies who have the head well proportioned. It should always be made in the form of a diadem in front, from the top of the brow. It is best formed (plaited) of the small flowers of roses, or of camellias, mixed with violets, pinks, etc. The erica, or any light foliage, is indispensable. Nothing can be more graceful or appropriate than one or two spikes of *Hordeum zeocriton*, *H. hexastichon*, *Triticum monococum* and other ornamental grains. They are used dry for this purpose and decorated by means of gum with gold or silver leaf. Ladies make excellent bouquets of these cereals, which last throughout the winter. Cereals for headdress should be sown in spring, and the golden-yellow spikes, when matured, have a charming effect among the flowers which have been already named."

Specialism

While most observers of the horticultural scene are ready to admit that specialism is one price we have to pay for rapid advancement, practically all are agreed that it can be abused. Certainly, it can make the practitioner a one-sided, warped person and it has, according to my own observation, spoiled more than one promising career. This note was prompted by a conversation that I had some time ago with a graduate in horticulture from one of our better agricultural colleges, who had a consuming urge to commence life's labors by confining his work to a plant genus which has intrigued him all during his student years. I may have been wrong, but I advised him

1870

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LANDSCAPE MATERIAL

Juniper, Pfitzer
12 to 15 ins.
15 to 18 ins.
2½ to 3 ft.

Juniper, Andorra
12 to 15 ins.
15 to 18 ins.
18 to 24 ins.

Cornus florida
3 to 15 ft.

Cornus rubra
4 to 5 ft.
Rhododendron maximum (collected)
18 to 24 ins.
24 to 30 ins.
Kalmia latifolia (collected)
18 to 24 ins.

WADE & GATTON NURSERIES

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**PEONIES • IRISES
DAY LILIES • POPPIES
ALL YOUNG-GROWN STOCK
PROMPT SERVICE**
Send for Wholesale Prices.
Early orders advised.
WASSENBERG GARDENS
4½ Miles East on U. S. 30
VAN WERT, OHIO • "The Peony City"

**America's Finest
ROSES • BULBS • PLANTS
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Visit our nurseries when in Cincinnati



Hardy Northern-Grown Stock at WHOLESALE

JEWELL NURSERIES, Inc.

Write for Price List.

Box 457, LAKE CITY, MINN.

to spend a few years in general horticultural work before making a final decision, pointing out that, regardless of the thoroughness of his academic training and his own aptitude, there was much yet to be learned before he could hope to make a really intelligent decision. What do you think?

Hardening of Plants

We now know, or at least we think that we know, that many absurd statements have been made regarding acclimatization of plants. There was a time, for instance, when some scientists and many practical horticulturists thought it would be possible to acclimatize tropical plants to conditions in the colder parts of the temperate zone by gradually inuring them to the change in temperature. That might be possible through eons of time, during which the plant could change its characters to meet the transition, but it would then no longer be the plant it is now.

When the ideas changed about acclimatization, in the sense now being considered, a sort of corollary (that of hardening of plants) also lost favor in some quarters. But the hardening process, as I understand it, is an entirely different matter. It has to do with a temporary preponderance of water over solids in the plant tissue, which makes the plant particularly susceptible to cold — a condition which may be altered in certain cases by the reduction of the water content. One cannot commence with a really tender plant and fit it to endure frost, but on the other hand, a hardy plant that has acquired a spindly, succulent growth in the weak light and humid atmosphere of a greenhouse may, by what horticulturists know as the hardening process, be equipped again for life in the open.

Thus, in the spring, one moves his bedding plants from the greenhouse to frames, where they get their preliminary training for the conditions which they will later be called upon to undergo, and rooted cuttings

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which have had the fat living and even temperature of greenhouse and protected frame will be gradually inured to outdoor conditions.

Scientists who have sought to learn the processes which bring about these changes have not learned all the secrets, though they appear to be sure that the relation in the amount of water held in the tissues is an important factor. They have learned, too, that different species react in different ways, some quickly adjusting themselves to the change, while others go about it in a leisurely way. Nearly always, it is brought about by alternate periods of warmth and coolness, as by warm days followed by cool nights. That is why we remove our plants from warm quarters to a coldframe, where cool night temperatures reach the point which induces the tissues to lose some of their softness. We see, therefore, that the age-old idea of hardening plants, as is true of so many old notions, is founded on facts.

Mertensia Longiflora

To me, a seed list is always an invitation to adventure. It may be no more than a series of names, but what names! And what pleasant associations it brings out of memory! For instance, I have in many hand at this moment the seed list of a western collector which I have gone over at least 50 times, usually finding some new name to ponder over and always reliving experience with some old friends. And it just dawned on me that his listing of Metensia longiflora is the new name for my old friend, M. horneri, one of the loveliest of all early spring flowers and certainly one of the loveliest of the lovely race of mertensias. Imagine a lungwort about three inches tall that hangs out clusters of large, heavenly blue bells in earliest spring and you will have some idea of its beauty. It was quite long-lived here, in northern Michigan, especially if it had a sunny spot that the hose could not reach. It seems to require a thorough baking after it goes dormant.

Oenothera Speciosa

I was pleasantly surprised recently when I read in the catalog of a western seed collector that he had a rose-pink form of Oenothera speciosa, whose pure white flowers have delighted some intrepid gardeners for years. A rose-pink speciosa must be indeed lovely! While the type was delighting some gardeners with its long, summer-blooming season, its spreading habit was often making life miserable for the fastidious. The catalog euphemistically states the

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Trees

Per 10 Per 100 Per 1000

12 to 18 ins....	\$2.50	\$22.50	\$200
18 to 24 ins....	3.50	32.50	300
2 to 3 ft.....	6.00	55.00	500
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case by quoting Mrs. Wilder: "So altogether engaging that one is tolerant." If you are not afraid of a plant ever getting out of place, you will likely enjoy this rose-pink evening primrose.

Campanula Pyramidalis

A Wisconsin reader, who makes a specialty of bedding plants, including biennials, asks for a schedule on growing the chimney bellflower, Campanula pyramidalis. The following is the way we handled the plant years ago, when we grew it for the same purpose:

Sow the seeds in March or early April, handling them in the ordinary way until they are ready to be pricked out, when they are transplanted to a frame in which the soil has been made rich in humus, preferably well-rotted manure. They are given plenty of room (at least 10 inches apart) in which to develop into robust specimens. At the approach of winter the frames are given plenty of protection, for the plants are too tender for severe winters in the north. The following spring the plants are taken up with a large ball of soil, just as soon as the tops indicate that root action has commenced. They are potted in 10-inch containers (whatever you prefer for sales purposes) and stored near the water supply until sold. Water carefully until growth is active and commence feeding as soon as the flower spikes put in their appearance. If sales are not made until summer homes are opened, it will be necessary to attend to staking to prevent heavy losses in case of severe wind and rain storms. Plants handled in that way should produce 3-foot specimens, with 20 or more flower stems, each carrying a long wand of blue (white in variety alba) bell-flowers.

Violas from Cuttings

Because of their ease of culture and the rapidity with which they come into bloom, bedding violas are usually grown from seeds. That is the best way in most cases, especially since we have the carefully bred, modern strains, which come quite true to color. There comes a time, though, in every grower's experience (as when he comes into possession of an outstanding variety like Maggie Mott or Catherine Sharp, which do not come true from seeds) when he has to resort to vegetative reproduction.

That is easily accomplished in mid-summer by cutting back the plants to induce breaks from the bases. These are rubbed off with a heel,



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inserted in a shaded propagating frame and kept moist until rooted. Treatment after rooting depends upon local conditions and the uses to which the plants are to be put. If wanted for spring sales, they may be transplanted to good soil in another frame where they can receive protection during the winter; if wanted for winter indoors, they may be handled in a similar manner, or they may be potted up and benched from the pots.

Gilia Aggregata

A close relative of Gilia rubra (G. coronopifolia) and often confused with it, G. aggregata, of the plains states, is seldom seen in gardens, even though it has much to recommend itself as a garden ornament. These recommendations include the ability to get along on little moisture and its stately stems to three feet, bearing long, brilliant scarlet trumpets for two months or more, commencing in June. It was never more than a biennial in my trials, though it can often be induced to bloom the first year by early sowing.

SALES CENTER AT DALLAS

Dallas Nurseries Garden Center opened its new ultra-modern sales center at 12501 Preston road, Dallas, Tex., May 13. This development was the conclusion of a plan long held by the co-owners, Mrs. J. Grady Brown, Sr., and J. Grady Brown, Jr., general manager of the business, to provide every modern convenience in nursery shopping.

Among the facilities which the establishment offers are paved parking space for 70 cars, an air-conditioned contemporary-design office where consultation work can be carried on, a solarium for displaying house and tropical plants, a fully stocked garden shop, 30,000 square feet under lath, with shrubs in concrete bins divided by paved walks; shade trees planted for viewing from paved drives, and shopping carts.

The company has a budget buying plan, which is under the direction of the office manager. Four landscape consultants are on the staff. Included in the fleet of five trucks is a large tree-moving unit. Five to eight full-time crews are on duty for all phases of service work. A warehouse also has soil preparation bins.

Manager of the new garden center is G. C. Wilson, who joined the firm this year. A graduate of Texas A. and M. College, where he received his bachelor of science degree in horticulture, Mr. Wilson is a specialist in tropical and house plants.

J. R. Boyd, President John T. Boyd, Vice-president
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Oregon Cleanup Program Controlling Phytophthora

Oregon's phytophthora root rot cleanup program, instituted May 1, 1952, has reduced the known infestation to 14 commercial nurseries in the state. Stock in these nurseries is under close study and, without exception, the operators are cooperating fully with the control work.

This information comes from John S. Wieman, superintendent of the bureau of nursery service of the Oregon Department of Agriculture; it is based on a report covering the present status of the cleanup program operated by the department.

"While Oregon is only one of the states in which this trouble has appeared in nursery stock, we believe our experience here indicates that phytophthora root rot may be controlled, if not eradicated, by complying with our cleanup provision of moving from infected soil," Mr. Wieman states.

Program Started

When the Oregon program started, 24 nurseries were infected. Between 1952 and 1955 it was reported in 46 nurseries, due possibly to the intensified attention given it by the nursery inspectors. Fifteen of the nurseries in which it was once reported are no longer infected. In 17 others it is no longer a problem as result of subdivision of land for building sites, retirement from business, eradication from hedge rows or similar reasons. Some of the nurseries in the list of 14 currently infected will be removed from the list within a short time.

Cypress root rot (*Phytophthora lateralis*), which first appeared in Oregon about 20 years ago, has been joined by another factor, *Phytophthora cinnamomi*, since the cleanup program was started. This *P. cinnamomi* attacks a larger group of plants—including the rhododendrons, yews and heathers—than does *P. lateralis*. Another difference is the worldwide distribution of *P. cinnamomi*, especially in the warmer areas.

Both types of the fungus which causes root rot, the Oregon progress report shows, are present in three of the 14 infected nurseries; only *P. lateralis* is present in seven and only *P. cinnamomi* in four. The *cinnamomi* complex was found by Duane Torgeson, pathologist whom the Oregon experiment station assigned to

work on the root rot disease as the nursery inspectors collected specimens.

Floyd Markham, Oregon nursery inspector who compiled the progress report and wrote the summary on the present status, says:

"Progress in controlling phytophthora seems slow because we have had to develop much necessary information; we still need more knowledge on such matters as rapidity of spread, soil factors, effect of climatic conditions, effects of acidity and other factors. Moreover, we must recognize that when a serious infection appears in a nursery, it takes at least two years before the nurseryman and the inspector can note any real progress in control."

Host plants of *P. lateralis* reported by the Oregon experiment station are: all varieties of *Chamaecyparis lawsoniana*, susceptible; *C. obtusa* and *crippsi*, susceptible; *C. obtusa* and

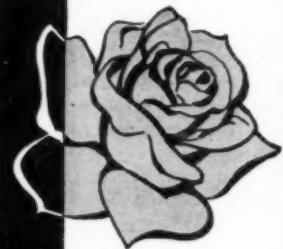
C. pisifera, some degree of resistance.

Hosts to *P. cinnamomi* in Oregon are Irish, Japanese and English yew, *Chamaecyparis lawsoniana* (elwoodi and alumii), heather (erica species and *Calluna vulgaris*). Plants susceptible in Oregon greenhouse trials are *Erica carnea*, *Calluna vulgaris*, *Rhododendron ponticum*, *Azalea mollis*, *Taxus cuspidata*, *Chamaecyparis lawsoniana* (elwoodi, alumii, nestoides and fletcheri varieties), *Taxus baccata fastigiata*, *Castanea dentata*, *Betula alba*, *Juglans regia* and *Pseudotsuga taxifolia*.

Organisms causing the root rots are soil-borne fungi which are spread naturally through motile spores or artificially by cultivation or movement of balled nursery stock. First symptoms of the disease are a slightly off-color appearance and a dry harsh feel of the top foliage; bark cut at the soil line shows a sharp division between the dead brown below and the normal white above.

The cleanup and control program has two divisions, prevention and eradication. Preventive measures include: (1) Use of selected disease-free stock for propagation cuttings; (2) lining-out of plants on new land

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or land with no disease record; (3) keeping balled nursery stock from other areas out of cypress plantings because the soil ball may be infected.

Oregon's control measures in plantings already infected include: (1) Removal and destruction of diseased plants and healthy plants adjacent to them, followed by a drenching of the infested area with formaldehyde (1 pint to 25 gallons of water) or Dithane D-14 (1 part to 250 parts water); (2) no removal of soil from infested areas to noninfested areas; (3) removal of apparently healthy plants to new ground for observation at least a year before selling.

The cleanup progress report shows that at least 6,800 cypress trees have been destroyed since the Oregon program was put into effect. These were valued at more than \$13,500.

"It is questionable," the report states, "if *phytophthora* can be kept out, but it is only sound reasoning that it can be controlled and eradicated in nurseries complying with a proper cleanup program."

SONOMA NURSERY, Sonoma, Calif., has been sold to Mr. and Mrs. Raymond Caouette by Peter DeMare, owner of the nursery for the past 11 years.

LUND'S NURSERY, Napa, Calif., has purchased one acre of land adjoining the nursery on Hayes street from Mr. and Mrs. Dan Rordan. Laust Lund, owner of the nursery, said the ground will be used for growing of specimen trees and that the area will be semilandscaped.

WILLIAM CARLAW recently started the Graton Nursery, Graton, Calif. Mr. Carlaw's plans for the nursery include a new building to front on North Edson street; the present building fronts on Brush street. Mr. Carlaw, a native-born Scot, came to the United States in 1920 by way of Canada, to which he had emigrated in 1912.

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STAN SAYS

WHY, OH WHY?

Why, oh why don't we have a tree appreciation course in our colleges and universities? It could be given on Sundays, and it would be fun for everyone. An elderly dowager of Pittsburgh's society some years ago told me that when she got out of sorts with everyone she would step out on her lawn and look up into an elm that must have been 80 or 90 feet high, and she said, "I felt so small that I soon realized how insignificant were my troubles."

January 25, 1950, the late Mayor Samuel, of Philadelphia, told the Pennsylvania Nurserymen's Association, "I like to see the shape of a tree."

PINCH, PINCH, PINCH!

It is better to pinch (with your fingernails) the new growth of a yew that is growing too fast than to wait until August and September and have to cut and throw away two thirds of this season's growth.

By pinching often, your customer can make her or his yews bushy. Well-maintained evergreen plantings always stimulate sales.

We believe in pinching different shrubs, too. On a suburban planting there are many plants that are benefited by pinching during the growing season. We feel that pinching is the only way to prune a laburnum.

TRAINING A LEADER

If a tree has two growths vying with each other to be the leader, the tree should be studied and the stronger growth (if it appears like a direct continuation of the trunk) should be selected as the leader and the other growth shortened six to 12 inches.

SHIPMAST LOCUST

Several years ago I received some small shipmast locusts, *Robinia pseudoacacia rectissima*, from my friend, the late Henry Hicks. For a time they did not impress me much; however, April 7, 1955, I checked one of these locusts that I had planted for Melvin E. Wyant, Mentor, O. It has a diameter now of 10 inches and is an attractive symmetrical tree, which is quite unusual for a locust. In our climate we have so few good shade trees that any tree of promise should be a welcome addition to our planting list.

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Fruit Tree Seedlings and Angers Quince Rooted Cuttings

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	Per 1000
<i>Cedrus deodara</i> , 3-yr., T., 4 to 6 ins.	\$60.00
<i>Cotoneaster bullata</i> , large-leaved evergreen, heavy bearer clusters red berries fall and winter, 4 to 6 ins.	30.00
<i>Pine, Austrian</i> , 3-yr., T., 6 to 8 ins.	60.00
<i>Pine, Scotch</i> , 3-yr., T., 8 to 12 ins.	60.00
<i>Thuja occidentalis</i> , 4-yr., T., 6 to 8 ins.	45.00
<i>Thuja orientalis</i> , 4-yr., T., 6 to 8 ins.	35.00
<i>Thuja orientalis</i> , 4-yr., T., 10 to 12 ins.	50.00

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OBITUARY

Alma J. Moffet

Alma J. Moffet, Gustine, Calif., owner and operator of A. J. Moffet & Sons, wholesale rose growers, died late in May, apparently due to natural causes. He had been ill for some time.

Mr. Moffet was the father of Robert, Harold, Ralph, Dustin and Howard Moffet, all of whom survive, besides the widow and two daughters. All of the sons are engaged in the family nursery business except Howard, who is employed at the Mount Arbor Nurseries, Gustine, where a nephew, William Moffet, is manager.

M. E. G.

Mrs. Betty Shamburger Atwood

Mrs. Betty Shamburger Atwood, 69, member of a pioneer nursery family, died May 30 at a hospital at Tyler, Tex.

A native of Smith county, Mrs. Atwood was a poet and authored the book "Roses Reign." She was a member of several literary clubs.

Survivors include six sons, all rose nurserymen: B. J. (Rusty) Atwood, Whitehouse, and Tom, Wilbur, Earl, Dick and Carl Wayne Atwood, all of Pine Springs; two daughters, Mrs. James Butterfield, Beaumont, and Mrs. Stewart Moffett, Tyler; four brothers, Claude Shamburger, Winona, and Shuford, Bonnie and Bill Shamburger, all of Tyler; 15 grandchildren, and three great-grandchildren.

B. E. Williams

B. E. Williams, who established the B. E. Williams Landscaping Co. at Dallas, Tex., in 1931, died May 1 at the age of 70. He had retired from business last fall.

Mr. Williams was a past president of the Texas Association of Nurserymen and was a member of Washington Masonic lodge and Hella temple. Born at Bonham, Tex., he moved to Dallas in 1909, where he was in the automobile business for many years before entering the landscape field. He is survived by the widow, two daughters, a son, his mother and three brothers.

A. W. Kenyon

A. W. Kenyon, of the Kenhaven Gardens, Rogers, Ark., died May 9. Burial was in Oklahoma City, Okla. Mr. Kenyon was 79 years old and a native of Missouri. He had gone to Rogers from Oklahoma City in



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1946, selecting the former location as having soil especially favorable to the growing of iris, a plant in which he specialized. He had also received wide recognition for development of a process of rooting blue spruce cuttings. His widow, three sons and a daughter survive.

JOHN M. BRANSCOMB, Healdsburg, Calif., has built a 64x64-foot aluminum greenhouse in which he is growing a general line of house and garden plants. He also sells shrubs and trees.

DONALD P. VAN RIPER has been elected president of the Sacramento chapter of the California Association of Landscape Architects. Other officers are: Vice-president, Douglas Kelt; secretary-treasurer, Harry Dean, and historian, Forrest Boucher.

WEST END NURSERY, San Rafael, Calif., was sold to Mr. and Mrs. Karl F. Untermann. Mr. Untermann is the nephew of Richard Lohrmann, former proprietor of the 46-year-old nursery. A 3-day opening celebration marked the change in ownership, with Mr. Lohrmann on hand to meet old friends and customers, while his nephew greeted them in his new capacity.

OPENING of Jim's Nursery, 900 East avenue, Palmdale, Calif., was announced recently. James Whittington, owner of the new nursery, has 18 years of experience in the business and spent the last nine years as a grower in Chino valley. He is handling his own stock of roses, trees, shrubs, berries, grapes, asparagus and rhubarb. An experienced landscape artist, Mr. Whittington will provide free landscape consultation service.

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help increase your business. If you don't find the books you want here, let us know. Undoubtedly, we'll be able to help you in securing the exact information you want. Look this list over carefully and send your order now!

PROPAGATION

Propagation of Plants—Kains and McQuesten	\$ 5.00
How to Increase Plants—Hottes	3.00
Nursery Manual—Bailey	5.75
Improved Practices in Propagation by Seed—Chadwick	.25
Hormones and Horticulture—Avery and Jordan	6.00
Plant Breeding for Everyone—Beatty	2.75
Practical Plant Breeding—Lawrence	2.00
Propagation of Alpine—Hills	5.00
Propagation of Trees, Shrubs and Conifers—Sheat	5.00

MAINTENANCE

Maintenance of Shade and Ornamental Trees and Shrubs—Pirone	8.00
New Tree Experts' Manual—Fenska	5.00
The Graftor's Handbook—Garner	4.50
The Pruning Manual—Christopher	5.00
Sunset Pruning Book—Hudson	1.50

SOILS AND FERTILIZERS

The Nature and Properties of Soils—Lyon, Buckman and Brady	5.75
Our Garden Soils—Kellogg	4.00
Care and Feeding of Garden Plants—14 experts	3.00
Handbook of Fertilizers—Gustafson	2.50
Soils and Fertilizers for Greenhouse and Garden—Laurie and Kiplinger	2.50

INSECTS AND DISEASES

Diseases and Pests of Ornamental Plants—Dodge and Rickett	6.00
Plant Disease Handbook—Westcott	10.00
Garden Enemies—Westcott	3.50
Insect Guide—Swain	3.50
The Gardener's ABC of Pests and Diseases—Dimock	2.95

NURSERY OPERATION

Beginning in the Nursery Business—Pinney	.50
The Principles of Nursery Management—Duruz	3.50
Nursery Cost Finding—Surtees	7.50

LANDSCAPE AND DESIGN

Complete Home Landscape and Garden Guide—Korbobo	2.95
Small Home Landscape—McKenna	2.00
New Design of Small Properties—Bottomley	4.00
How to Beautify and Improve Your Home Ground—Aul	3.50
Landscape Plans for Small Homes—Bailey	2.00
Landscape Sketching—Black	5.75
Planting Design—Robinson	3.00
How to Plant Your Home Ground—Aul	3.50
Landscaping Your Home—Sunset	1.00
Landscape with Shrubs and Flowering Trees—Lamson	3.50
65 Practical Garden Plans—Elliott	1.00
Trees and Shrubs for Landscape Effects—Coffin	4.95
How to Landscape Your Grounds—Johnson	3.50
Landscaping Master Units, Series 3—Surtees	3.00

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How to Build Walls - Walks - Patio Floors—Sunset	1.50
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Building Plant Shelters and Garden Work Centers—Sunset	1.00
How to Build Outdoor Furniture—Sunset	1.00
How to Build Garden Structures—Aul	3.50

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TREES AND SHRUBS

Shrubs and Vines for American Gardens—Wyman	\$ 7.50
How to Grow Fuchsias—Howard	1.50
Lilacs for America—Lilac Survey Committee	1.00
The Book of Shrubs—Hottes	4.00
Climbers and Ground Covers—Hottes	3.00
The Friendly Evergreens—Kumlien	10.00
Evergreens—Kumlien	1.50
Cultivated Conifers—Bailey	13.50
Hollies—Hume	6.75
Roses for Every Garden—Allen	3.95
Azaleas; Kinds and Culture—Hume	5.00
Winter Hardy Azaleas and Rhododendrons—Bowers	3.00
Trees for American Gardens—Wyman	7.50
The Book of Trees—Hottes	4.00
Trees—Zim and Martin	1.50
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Popular Orchid Growing—Sanders	1.75
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Camellias—Gerbing	15.00
Garden Bulbs in Color—McFarland, Hatton and Foley	3.95
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MISCELLANEOUS

Green Thumbs—Fillmore	4.00
Plant Buyers' Guide—Steffek	7.50
A Growers' Guide to Bedding Plants—Potter	1.00
Turf Management—Messer	7.00
The Portable Garden—Sunset	1.00
Manual of Cultivated Trees and Shrubs—Rehder	12.50

REFERENCE

Taylor's Encyclopedia of Gardening—Taylor	5.00
Horticultural Color Charts—Royal Horticultural Society	12.00
Hortus Second—Bailey	12.50
Standardized Plant Names—American Joint Committee on Horticultural Nomenclature	10.50
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Standard Cyclopedia of Horticulture—Bailey	52.00

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4-yr., T. 10 to 12 ins.	50.00
Cedrus deodara, 3-yr., T. 4 to 6 ins.	60.00
Norway Spruce, 3-yr., T. 6 to 8 ins.	60.00
Austrian Pine, 3-yr., T. 6 to 8 ins.	60.00
Scotch Pine, 3-yr., T. 8 to 12 ins.	60.00
Cotonneaster bullata, large leaved evergreen; heavy bearer, clusters red berries fall and winter;	
4 to 6 ins.	30.00
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No. 5, 14x16x2 $\frac{1}{4}$	275	21.50
No. 6, 14x16x3 $\frac{1}{4}$	290	25.50
No. 7, 15x22x2 $\frac{1}{4}$	320	22.50
No. 8, 15x22x3 $\frac{1}{4}$	425	32.00
No. 9, 11 $\frac{1}{4}$ x22 $\frac{1}{4}$ x2 $\frac{1}{4}$	320	22.00
No. 10, 11 $\frac{1}{4}$ x22 $\frac{1}{4}$ x3 $\frac{1}{4}$	400	26.75
No. 11, 14x16x5	450	30.00
No. 12, 5x11x5	160	16.00
No. 13, 5x16x5	215	18.50
Plant Boxes 5x8 $\frac{1}{4}$ x2 $\frac{1}{4}$	45	5.00

All other sizes quoted on request.
5 per cent discount on orders of 1000 or more.

The above measurements are inside. Bottoms and sides of cedar flats are $\frac{1}{8}$ -in. thick; ends are $\frac{3}{8}$ -in. Plant boxes are thinner.

All material surfaced on one side.

Your name and address printed up to 2 lines in black ink, on one or both end pieces at the following rates: Set-up charge, \$1.00, plus $\frac{1}{4}$ cent per piece for the first 1000 ends, $\frac{1}{4}$ cent per end thereafter. Shipped knocked-down in units of 25.

All shipments by truck unless otherwise ordered. F.O.B. Cook, Minn. Attach check.

H. C. HILL & SONS, Cook, Minn.

PRESERVATIVE TREATED FLATS
Made from a good grade of southern Pine, dipped in "Rot Not" wood preserver for longer life.

Standard specifications, inside measurements. 16x12x2 $\frac{1}{4}$... \$20.38 20 x14x3 $\frac{1}{4}$... \$31.07
16x14x3 $\frac{1}{4}$... 27.06 22 $\frac{1}{2}$ x15x2 $\frac{1}{4}$... 30.49
20x14x2 $\frac{1}{4}$... 26.61 22 $\frac{1}{2}$ x15x3 $\frac{1}{4}$... 35.35

Plant boxes, 15x5x5, \$17.00. Sides and bottoms of masonite. All prices per 100. Other sizes quoted on request. Priced F.O.B. Birmingham, Ala. We are manufacturers, not jobbers. Our quality guaranteed. Prompt shipment on any quantity. Mixed shipments of flats, plant boxes and spray boards. Write for our price list on these items. Attach check.

HIGHTOWER BOX & TANK CO.
P. O. Box 1449 Birmingham, Ala.

POTTED BUDDLEIA (Summer Lilac)
Potted in early March, 2 ins. Per 100
Charming, beautiful pink \$12.50
Dubonnet, lavender 12.50
Fascination, deep pink 12.50
Imperial Purple, deep purple 15.00
Red Velvet, deep red 15.00
Snowbank, pure white 12.50
June delivery. Cash with order.

FLORAL GARDENS, EATON, O.

PFITZER JUNIPER

Rooted cuttings, \$5.00 per 100.
Pfitzer Juniper, large red-berried Pyracantha, Pyracantha Lalandii, Abelia, Euonymus japonicus, in 2 $\frac{1}{4}$ -in. pots, 10c each. Nice plants.

CARDEN'S NURSERY AND CUT FLOWERS
4201 North St. Fort Smith, Ark.
Phone: 3-1446

DOUBLE PINK JAPANESE FLOWERING CHERRIES (Kwanzan)

Per 100
Strong 1-yr. grafts, 12 to 18 ins. \$50.00
Strong 1-yr. grafts, 18 to 24 ins. 75.00

C. HOOGENDOORN
Turner Rd. Newport, R. I.

POTTED GRAFTS

Acer Faesens Black \$6.00 per 100
Picea pungens Moerheimi 100.00 per 100
Cornus florida rubra 50.00 per 100

FRANKE'S NURSERIES
Waterford Works, N. J.

Sell Stock Quickly and Easily with
American Nurseryman Classified Ads.

REDWOOD FLATS, K. D.

Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure. \$38.00 per 100.

1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft. \$3.50 per bdl.
50 pcs. to bundle, 5 ft. \$4.50 per bdl.
50 pcs. to bundle, 6 ft. \$5.50 per bdl.
Ship same day. Cash with order, please.

YOHO & HOOKER, Youngstown 2, Ohio

LABELS

DAHLIA OR TREE LABELS

Priced per 1000
Plain Painted
3 $\frac{1}{2}$ x2 $\frac{1}{4}$ ins., notched (not wired) ... \$2.50 \$3.00
3 $\frac{1}{2}$ x2 $\frac{1}{4}$ ins., wired (cooper) ... 3.30 4.10

POT LABELS

4 $\frac{1}{4}$ ins. (cartons 1000 each) ... 3.30 3.95
5 $\frac{1}{4}$ ins. (cartons 1000 each) ... 3.60 4.30
6 $\frac{1}{4}$ ins. (cartons 1000 each) ... 3.90 4.85
8 $\frac{1}{4}$ ins. (cartons 500 each) ... 6.00 7.20
10 $\frac{1}{4}$ ins. (cartons 500 each) ... 7.00 8.50

GARDEN STAKES

Price per carton.

8x $\frac{1}{4}$ ins. (cartons 250 each) ... 2.50 3.00
10x $\frac{1}{4}$ ins. (cartons 250 each) ... 2.75 3.25
12x1 $\frac{1}{4}$ ins. (cartons 100 each) ... 1.75 2.00

EVERMARD PENCILS

The original label marker. 1 doz. 7-in. pencils per box, \$1.25.

Our labels are perfectly white and smooth on both sides and are pronounced by growers the best and most economical.

"We ship the same day."

YOHO & HOOKER
Youngstown 2, O.

LUMBER

GREENHOUSE BENCH LUMBER

Northern White Cedar.
Long lived and decay resistant. In 4/4 thickness, rough or surfaced. Produced from Minnesota virgin timber.

Sawed by our own mill.

SPECIAL PRICE

\$98.50 per 1000. F.O.B. Duluth, Minn.

Reference furnished.

Write or call

J. C. CAMPBELL COMPANY
Duluth 2, Minn.

Quick — Convenient — Cheap!

Selling through the Classified Ads
of the American Nurseryman.

ORCHID SUPPLIES

OSMUNDA, fresh "live" fiber; dark mixed; light, \$8.00; 2 bales, \$15.00. F.O.B. Fla. Two bales shipped as cheap as one.

WIRE STAKES, No. 16 ga. galvanized wire.

Per 100 Per 1000 Per doz.

14 ins. ... \$2.80 \$24.00 \$0.35

16 ins. ... 3.60 30.00 .45

24 ins. ... 4.80 40.00 .60

SPARKLAPAK, for packing blooms. Easy to use; does not mat or pack down. Enhances the beauty of your blooms.

70c per lb., \$6.25 per 10 lbs.

Priced F.O.B. Subject to change without notice.

WRIGHTWOOD FLORAL CO., INC.
2407 N. Main St. Houston 9, Tex.

PLANT TUBS

UTILITY PLANT TUBS
Made from New England White Pine

F.O.B. F.O.R. New Hampshire Chicago

Per 100 Green White Green White

Size 7 x 7 ins. \$77.50 \$85.00 \$85.00 \$92.50

8 x 5 ins. 72.50 80.00 80.00 87.50

8 $\frac{1}{2}$ x 6 $\frac{1}{2}$ ins. 75.00 82.50 82.50 90.00

9 x 6 ins. 80.00 87.50 87.50 95.00

9 $\frac{1}{2}$ x 7 $\frac{1}{2}$ ins. 85.00 92.50 92.50 102.50

10 $\frac{1}{2}$ x 8 $\frac{1}{2}$ ins. 95.00 102.50 102.50 112.50

11 x 7 ins. 92.50 100.00 107.50 115.00

12 x 7 ins. 92.50 100.00 107.50 115.00

12 x 9 ins. 110.00 117.50 130.00 127.50

12 x 11 ins. 145.00 152.50 165.00 172.50

14 x 8 ins. 150.00 157.50 170.00 177.50

14 x 13 ins. 175.00 182.50 195.00 202.50

ALEC HENDERSON, INC.
1305 W. Randolph St. Chicago 7, Ill.

Phone: Monroe 6-3082

SPHAGNUM MOSS

NO. 1 MOSS, CLEAN, LONG-FIBERED.

Size 44x15x12, \$1.50 per bag. Ground sphagnum moss for seed germination, with instructions: about 2-bu. bags, at 90c per bag, in lots of 10 or more. Special quantity prices; price us for truckload delivered.

WARRENS MOSS CO., Warrens, Wis.

1955 CROP NO. 1 SPHAGNUM MOSS

Large burlap bales, long fibered, clean, firmly packed: bale, \$1.30. Quantity prices: JOSEPH JAMROS, CITY POINT, WIS.

STAKES

BAMBOO CANE STAKES

Dyed green, pencil thickness. Packed 2000 per bag.

Per 1000 Per bag

1 $\frac{1}{2}$ ft. ... \$3.50 \$6.00

2 ft. ... 4.50 8.00

2 $\frac{1}{2}$ ft. ... 5.50 10.00

3 ft. ... 7.00 12.00

3 $\frac{1}{2}$ ft. ... 8.50 16.00

4 ft. ... 9.50 18.00

5 ft. ... 12.50 24.00

6 ft. per bale of 500, \$10.00.

SPLIT BAMBOO, DYED GREEN

Per 1000 Per bag (5000)

12 ins. ... \$2.50 \$10.00

15 ins. ... 3.50 15.00

18 ins. ... 4.50 20.00

24 ins. ... 5.50 25.00

F.O.B. CHICAGO

Quantity discounts: 10 bales up, less 5 per cent; 25 bales up, less 10 per cent.

ALEC HENDERSON, INC.
1305 W. Randolph St. Chicago 7, Ill.

CYPRESS PLANT STAKES

50 Pieces to Bundle.

1x1-in. - 3 ft., pointed \$3.00 per bundle

1x1-in. - 4 ft., pointed 3.50 per bundle

1x1-in. - 5 ft., pointed 4.50 per bundle

1x1-in. - 6 ft., pointed 5.50 per bundle

1x1-in. - 7 ft., pointed 7.00 per bundle

These stakes are made of cypress and redwood, are good, strong stakes and will give long service. "A little better than seems necessary."

WE SHIP SAME DAY!

YOHO & HOOKER
Youngstown, O.

HEAVY BAMBOO STAKES

Per 100 $\frac{1}{4}$ in. - $\frac{1}{2}$ in. % to $\frac{1}{4}$ in. % to 1-in.

4 ft. ... \$2.88 \$3.44 \$4.24

5 ft. ... 3.60 4.30 5.30

6 ft. ... 4.32 5.16 6.38

7 ft. ... 5.04 6.02 7.42

8 ft. ... 5.76 6.88 8.48

2000 up, less 5%; 5000 up, less 10%.

A. C. PATTERSON, Centerport, Ky.

STAKES, GALVANIZED HARD STEEL

Galvanized Wire.

Prices and samples sent upon request.

SCHUPP SUPPLY CO., Wilmette, Ill.

TRADE BOOKS

Suggestions for nurserymen and their employees:

PLANT BUYER'S GUIDE

Edited by Edwin F. Steffek, 5th Edition, \$7.50.

GREENHOUSES: THEIR CONSTRUCTION

AND EQUIPMENT.

by W. J. Wright, \$3.00.

HARDY CHRYSANTHEMUMS,

by Alex Cumming, \$2.75.

THE FRIENDLY EVERGREENS,

by L. L. Kumlien, \$10.00.

Descriptive book circulars available on request.

These books may be obtained, postpaid, at the publishers' prices indicated, from

AMERICAN NURSERYMAN

343 South Dearborn Chicago 4, Ill.

SMALL'S 100TH YEAR

J. H. Small & Sons, Washington, D. C., well known both in their work in landscape designing and in the florists' field, is marking its 100th year in business this year. A large, white, tiered birthday cake atop the firm's Connecticut avenue florists' shop recently helped to remind the shoppers on the avenue of the event. A recent issue of the Evening Star carried a picture of the cake-decked shop, as well as a portrait, made in 1898, of John H. Small, Sr., founder of the firm; his son, John H., Jr., and his grandson, John H. III.

John H. Small, Sr., came to the United States from England in 1849. He had been head gardener for Queen Victoria at Frogmoore Gardens. Mr. Small built his first greenhouse in this country in 1855. When he died in 1898, his two sons, the aforementioned John and C. Albert, took over the business, incorporating it the same year. Since then, the firm has considerably expanded its operations. At the present time, besides the retail shop at the Connecticut avenue location, Small's has a garden shop and greenhouse at Chevy Chase, Md., and a 200-acre nursery at Norbeck.

DAYBREAK NURSERIES, Westport, Conn., recently held open house to announce completion of its new conservatory and greenhouses. A small, New England garden was on display in the conservatory. The nursery was established in 1938, on Prospect road, and was moved to its present location in 1941. Evan H. Harding is president.

ALEX TUSCHINSKY, with his wife and daughter-in-law, planned to leave on June 8 for a 2-month trip to Europe to visit his son, Ted. Ted is stationed at Landshut, Germany, with the 6th armored cavalry regiment. In June he expects to have a month's leave from the service, during which time the family plans to visit as many of the famous old European nurseries and gardens as possible.

FOR SALE

A GOOD BUY

Only greenhouse-nursery in growing community in southeastern Colorado. Large trade territory. Owner past 70 and must quit.

JAMES L. WADE
Realtor
Lamar, Colo.

FOR SALE

Buyers for nurseries of all types in any part of the country are reached through an ad in this department, the trade's real-estate and business market. The cost is only \$4.00 for 1-inch space.

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements

Display: \$4.00 per inch, each insertion. Liners: 35¢ line; minimum order \$3.50.

HELP WANTED

Man 30 or under to work in propagation department of large nursery growing general line nursery stock as well as some specialties. Will involve most aspects of general propagation. Some education or experience in horticulture essential. Will consider inexperienced, college-educated man. Must be intelligent, agreeable, willing to work and must furnish satisfactory character references. Write fully in first letter.

The Conard-Pyle Co.
West Grove, Pa.

HELP WANTED

LANDSCAPE SALESMAN

For full-time employment with modern nursery landscape business in east coast community with excellent opportunities. Must have own car and training in plant materials from reputable landscape school or practical experience with same. Must have training in or experience with principles of landscape design. Apply by letter stating age, training, experience, references and enclosing picture. State earliest date available. Write to Box 173, care of American Nurseryman.

HELP WANTED

PROPAGATOR

General line of nursery stock. Position available immediately. One of Dallas' largest nurseries. Give full particulars in first letter. Write to Box 174, care of American Nurseryman.

HELP WANTED

Man and Wife Only

To operate 10-acre retail and landscape nursery. Share profits. Located on highway near Houston, Texas. Near large building projects. Fully equipped. 2-room furnished apartment. Must know business. Excellent opportunity.

LA FLEUR'S NURSERY
P. O. Box 506 ALMEDA, TEX.

HELP WANTED

Landscape architect or man with ability to draw plans for one of the largest and oldest nurseries in the midwest. Immediate and full-time employment. Paid vacation and company share hospitalization plan. State qualifications and salary expected in first letter. Write box 179, care of American Nurseryman.

SITUATION WANTED

One of the country's most successful garden center managers can be available on 60 days' notice. Florida or California preferred but will consider other locations. Write Box 182, care of American Nurseryman.

SITUATION WANTED

Nursery manager, propagator or plant breeder. Degree in nursery management, one or two years' experience in nursery management, mist propagation, herbicides, landscaping and plant breeding. Write to Box 181, care of American Nurseryman.

FOR SALE

Small retail nursery and greenhouse in southeastern Kansas. Only nursery in 30-mile radius. Excellent trade territory. Unlimited possibilities for couple experienced in greenhouse, nursery, tree surgery, spraying and general plant care. Two lath houses, 5000 sq. ft. of greenhouse attached to office, boiler room and shop. Ford pickup, power spray outfit and shop equipment. Good inventory of evergreens, shrubs and trees. 5-room modern house on property, all or partially furnished. Must sell, so are willing to make good price. Immediate possession. For detailed information write:

SVENDBY NURSERY
1701 Horton Street
FORT SCOTT, KAN.

FOR SALE

Retail nursery and garden center, established 38 years. Consists of 12 acres well stocked; a fine shrub storage, 60 by 25 ft.; 5 acres under new irrigation system, water for same furnished from springs on place; new garden center building, 65-ft. front by 50 ft. deep. Situated next to new marketing plaza on main auto route in outskirts of city of 60,000 population with three other cities and a number of small towns within a 50-mile radius. This business is doing twice the gross of any competitive business in this area. Located in southwestern New York. Owner is 66 years old and wishes to retire. Address replies to Box 178, care of American Nurseryman.

FOR SALE

Second-hand greenhouses in all sizes. Greenhouse materials of every kind. Heating and construction pipe, valves, angle iron, flat iron, etc. 2500 cypress hotbed sash, 3x6 ft., 3 rows 10-in. glass, iron center brace. We buy greenhouses for wrecking.

SEABOARD GENERAL SUPPLY CO.
P. O. Box 55 HILLISIDE, N. J.
Phone: WAverly 6-0404

FOR SALE

The southwest's finest tree mover. All hydraulic. Fast, safe and simple. Capacity 13,000 lbs., 7 1/2-ft. ball. Mounted on 1948 International truck, flat bed, double use. Also Ford tractor back hoe attachment for digging trees and holes. Complete \$3500.00.

HILL'S NURSERY
P. O. Box 43
Victoria, Tex.

FOR SALE

Used 30-lb. tins, \$50.00 per thousand in carload lots, F.O.B. car, Beulah, Mich. Freight averages \$27.00 per thousand cans in midwestern states. Cars average 5000-can capacity. Cans cleaned before loading. Lids available at \$15.00 per thousand if desired. Samples on request.

PET-RITZ FOODS
Beulah, Mich.

BUSINESS OPPORTUNITY—I have a location (200x200 ft.) on a transcontinental highway which passes through the upper middle class residential section of a very fast-growing southwestern town of 30,000 population. There is no nursery or seed business in this town which is located in a large farming area. I will contribute the location and the management for a nursery business in return for \$20,000 capital for the business. Write Box 183, care of American Nurseryman.

FOR SALE — Retail nursery. Complete. Doing A-1. On busiest street in center of 50,000 area. Frost-free. 3/4 acre plus. Good stock. (Adjacent to 4x5 ft. for now available at \$4,200.) Established 1949. 7-room home. \$31,500. Must retire. Owner. 4821 University Ave., San Diego 5, Calif.

HAND TRUCKS

Especially built for handling
B&B nursery material. Are
built in three sizes, with
capacity up to 1500 lbs.

Illustrated is our small
model truck. One man
can easily handle 600-lb.
ball.



Write for folder giving details and prices.

THE GARDEN SHOP, Inc.

6315 West 75th St.

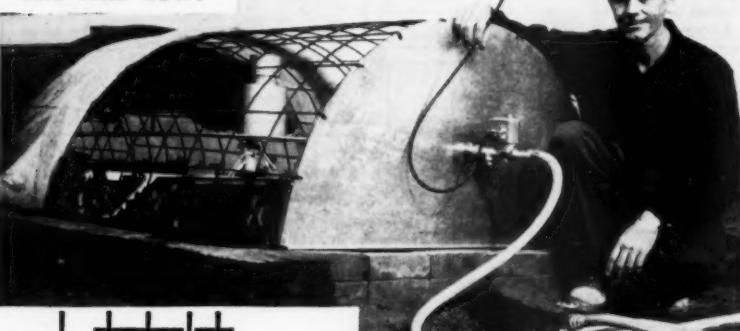
Phone HEdrick 3288 (Kansas City, Mo., exchange)

Overland Park, Kansas

LINERS

FROM OPEN BEDS
AND FIELD ROWS

Foremost in intermittent mist propagation.
Originator of the Electronic Leaf Control.



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U.S. Hwy. 64-41A
WINCHESTER - TENNESSEE

HARVEY TEMPLETON, JR.

TODAY—THOUSANDS USE ONLY NEW DOUBLE CULTURED
The "SWEETHEART" VITALOAM "AMAZING
OF THE SOIL —TRADEMARK— SOIL REJUVENATOR"
FOR EVERYTHING THAT GROWS IN THE EARTH

VITALOAM will be shipped DIRECT to any COMMERCIAL GROWER. If we have a distributor near you, shipment will be made from that warehouse. HERE ARE SPECIAL

WHOLESALE PRICES:

2 to 3 bags—\$6.00 per bag
4 to 9 bags—\$5.40 per bag
10 to 39 bags—\$5.20 per bag
40 to 59 bags—\$5.00 per bag
Over 60 bags—\$4.90 per bag

IF CHECK IS MAILED WITH ORDER, YOU MAY DEDUCT 50 CENTS PER BAG AS
FREIGHT ALLOWANCE. Bags are 80 lbs. Retail at \$7.80.

LABORATORIES OF SOIL & PLANT RESEARCH, INCORPORATED
133 WILSON, LANCASTER, OHIO

ULLMAN CLEAT

Strong, reliable, protects flowers
from damage in transit. satisfies
customers and insures better prices.
The Ullman cleat grips sides of
box, holds stems to bottom. Send
for prices.

THE ULLMAN CO.
Northampton, Mass.

Nursery Wrap Sheets
POLYETHYLENE-COATED KRAFT
furnished in sheets or rolls.

COTSWOLD FIBRES, INC.
P.O. Box 1158
COLUMBUS, GA.



ONE PLUS NONE EQUALS
NOTHING

Chas. Chestnut

[Continued from page 14]

else. They can't do nothing to you if the tree is condemned, we will just put on an act and get out from under the whole business," I says.

"That's a long way around a bad situation, Chas., but I think it is a good idea. I knew you could figure out something. I'll call Mrs. Morse right now," he says as he reached for the phone.

Just then a car drove in with the ladies from the hospital. "It's the ladies from the hospital, Chas.," Emil whispered to me as he was waiting for his call. "Take them down to the field and show them the tree. See if they won't take a nice Norway spruce instead, Chas."

The ladies from the hospital, three of them, got out and started beating around the bush, before I could suggest going out in the nursery to show them that tree. "Mr. Chestnut," one said, "I hope you will not hold us to our selection of the blue spruce, because the Sisters have been asking me that we get some things for the grotto; they would rather have that instead of the blue spruce. I know it is asking a good deal, but if you would do this for us, we would be very grateful."

"Well ladies," I says, "I think I can get Emil to cancel the order, altho he was planning on giving you this fine tree and he has been holding it for you."

"You wouldn't have to give us much. If we could just get a few plants and shrubs, we would be satisfied," she says.

"Leave it to me," I says. "We will bring you some lily of the valley, and some petunias and two flowering almonds and call it square," I says.

They were very grateful and drove away all smiles, and I went back to the office to report to Emil.

"Well, Chas.," he says as I came in the door, "everything is fine and dandy. The ladies from the hospital can have the tree. Mr. Morse wouldn't let the old lady put the blue spruce in front of the sunroom. Now she wants a privet hedge instead. I only had to promise 25 privet instead of the spruce. What do you think of that, Chas.?" Emil says.

"The ladies from the hospital don't want it either," I says. "They will take about \$10.00 worth of perennials and call it square," I says.

"Now what do you think of that?" I says.

"Well, we skinned out of that deal better than I expected," Emil says. "Now we can go down and take the tag off that tree."

"There is a little bad news there, Emil," I says. "Bugie put the tag on the tree, but he wasn't fooling; he says that the tree is so full of bugs and one thing and another we got to cut it out right now. He said he would check on it later."

"Of all the fool ideas you ever had, Chas., this is the worst," Emil says. "Here we have lost two sales and have to destroy the tree besides. I ought to take it out of your wages."

And with that last blast he went out sputtering to himself. In some ways Emil is most ungrateful.

FLORIDA SHOW GARDEN

At St. Petersburg, Fla., Charles R. Wedding, nurseryman, has sought to satisfy some of the anticipations of visitors to the state eager for a glimpse of lush tropical scenes. After purchasing Soule's Nurseries at St. Petersburg in 1953, Mr. Wedding envisaged the opportunity of creating a botanical garden of tropical nature as part of the venture which he operates as the Charles R. Wedding Nurseries. His idea was carried to a conclusion, and in consequence he now vies with other enterprising Floridians who make a bid for tourists' interest through distribution of a colorful promotional circular depicting scenes and plants in his elaborately landscaped gardens.

The Wedding Botanical Gardens, according to the illustrated folder, offer a setting where one can see many rare plants from the tropical jungles. One of the special effects is termed the hanging gardens of the Amazon, suggested by a South American scene where the spray from a waterfall supplied moisture for hanging aroids growing in crevices in the rock. An orchid patio holds a pool in which water lilies bloom and where the beauty of the tropical surroundings is reflected.

In greenhouses, special backgrounds have been arranged for photographing specimen plants and flowers. From 3 to 5 p. m. daily, tea is served to visitors in the orchid patio without charge. The gardens are enclosed for privacy in a high peeled cedar stockade.

Besides reproductions of garden views, the Wedding garden folder presents a map to aid tourists or other visitors driving cars to find the establishment on Haines road at the intersection with 58th avenue.

PREMIER is the proven way to boost soil and sales



Premier does many things for the soil—and does them better! Its great absorbency keeps soil loose and friable—makes roots strong and fibrous—maintains the right ratio of moisture and air. And Premier supplies the natural organic material that all soils need.

Premier gives you bigger value, bigger results—bigger profits. And it's a perfect re-sale item! Premier's packaging can't be beat! Colorful! Sells on sight! Bales plastic laminated inside and out. Plastic bags and plastic-lined cartons. Premier Peat Moss is also available wrapped in burlap or veneer in various sizes. Display Premier Packages now! Send today for prices.

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Soil Conditioner*

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Peat Moss

ActivO puts LIFE in your SOIL!

Without the balance and dynamic energy of bacteria, biotics, hormones, vitamins and trace minerals, your soil may be poorly productive and your plants more subject to disease no matter how many chemicals you use. ActivO supplies these vital forces of Nature at low cost. Just mix it with mulches, fertilizers, seed—or directly into soil. TRY IT! Money-back guarantee. \$5.95 size energizes 6500 lbs. of fertilizers, etc.

BENSON-MACLEAN
BRIDGETON 2, IND.

HOW TO FEED TREES

... sell new patented chart! New, unique money-maker. Colorful chart, expert instructions, ideal for framing. Sells on sight. \$1.00 postpaid. Dozen, \$7.20.

JOHN J. CONERY Consulting Arborist
Box 680, Rockford, Ill.

Superior Quality — Postpaid Made in Germany



No. 8 S Pruning Knife, stationary blade, polished walnut handle. Full length, 7 3/4 ins. \$1.35 each, \$13.00 per doz.



No. 31 Budding knife, standard pattern, black handle 4 ins. long.

\$2.25 ea.; \$24.50 per doz.

Request our illustrated list.

EXCELSIOR
377 Coolidge Ave. FORT LEE, N. J.

This popular, fast-selling device provides an easy, economical way to apply soluble fertilizers and chemicals wherever the garden hose reaches. No danger of burning. Draws in and dilutes as you sprinkle. SELL A HOZON to each purchaser of fertilizers or other garden supplies. Individually packaged, \$2.25 list. Carton of 12 weighs 5 pounds, costs \$16.20 F. O. B.

HOZON COMPANY
Box 703, Cleveland 22, Ohio
This is Hozon's 20th year

IT PAY\$
to Test Your Soil
Grow Top Quality
at Lower Cost

Today, no grower can make as much money as he should, without Soil Testing. Don't be content with average grades and get only average prices when it's so easy to produce choice and fancy stock!

Top market prices and heavier production per bushel are guaranteed every owner of a SUDSBURY SOIL TEST KIT. Prevents starving plants, or stunting them with toxic soil. Can be used on soil already in benches, even on growing crops. Turn poor benches into top production, and keep them there.

So Simple Anyone Can Use It!
Easy as reading a thermometer—takes only 10 minutes, costs 10¢ a test. No waiting—tells instantly what to do. *Order Today!*

Let It Pay for Itself

SEND NO MONEY—pay postman only \$4.95 plus postage, then 4 monthly payments of \$7.75 each.

Or **Order Now \$29.95** and we'll prepare saving you \$1.26 to \$2.38 in postal charges.

BETTER CROPS GUARANTEED—your money refunded anytime within a year unless fully satisfied.

Sudsbury Laboratory, Box 19, South Sudsbury, Mass.

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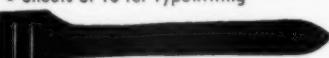
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ELM DISEASE SURVEY

Spread Shown in Illinois

The spread of Dutch elm disease in Illinois in 1954 has been surveyed by R. J. Campana and J. C. Carter, both associated with the Illinois State Natural History Survey, Urbana. Their findings were published in full in the Plant Disease Reporter, Volume 39, No. 3, dated March 15, 1955, issued by the plant disease epidemics and identification section of the United States Department of Agriculture.

The investigators report that Dutch elm disease spread extensively into northern and western Illinois and increased in southern and eastern parts of the state during 1954. From the summer of 1950 to that of 1954, at least 532 cases of the disease had occurred in 32 localities in 15 counties. In 1954 the number of diseased trees increased to such a degree that an accurate count of them throughout the state is no longer possible. During that year, 2,067 trees were tallied as diseased; this figure is based on culture records, field diagnoses and counts made in the worst affected areas.

The Illinois investigators indicate that a conservative estimate of the actual number of diseased trees in the entire state would be considerably higher than the figure mentioned. In a single roadside survey of 50 miles through intermittent and sparsely wooded areas in east central Illinois, 72 diseased trees were tallied. This survey indicates the probability that many trees are affected with Dutch elm disease which are unknown and undetected in other wooded areas. Figures on numbers of diseased trees represent only counts within communities in most cases.

Disease Now in 55 Counties

Presence of the disease has now been confirmed by laboratory culture for 77 new localities in 40 additional counties in 1954, bringing the total numbers for a 5-year period to 111 localities in 55 counties. From the known distribution of the disease in all but 17 counties, south and east of the Illinois river, an area comprising about two thirds of the state, it is suspected that the disease may occur in all of this area.

In most counties newly affected by the disease in 1954, there were relatively few cases recorded. Counties reported badly afflicted are Clay, DeWitt, Kankakee, Livingston and McLean.

The spread and intensification of Dutch elm disease in the southern half of Illinois is attributed primarily to a tremendous increase in population of the European elm bark beetle in elm wood from trees dead and dying of phloem necrosis and Dutch elm disease. Northern extension of the disease beyond the phloem necrosis zone was probably facilitated by climatic conditions which favored increase of the bark beetle. Thousands of elm trees throughout Illinois suffered from drought in the summer of 1953 and 1954. Many of these trees when examined were heavily infested with bark beetles, and some mortality occurred. No evidence of disease could be found in many trees so affected. Illinois had one of the mildest winters on record in 1953 and 1954. This mild winter made possible the survival of countless millions of bark beetles that never would have survived a normal winter.

ELM DISEASE IN ILLINOIS

The second case of Dutch elm disease in Cook county, Ill., which includes the Chicago area, has been reported in the suburb of Harvey. The tree has already been cut down and burned, after the infection was diagnosed by laboratory culture at the Illinois Natural History Survey, Urbana.

The first infected elm tree in Cook county was discovered at Markham last year. Since then one has been found at Highland Park and another at Aurora. The disease has been more destructive in downstate cities, where strict control measures are maintained.

TWO AKEHURST FIRMS

A news item in the May 15 issue of the American Nurseryman indicated Akehurst Nurseries as a new name style for the business operated as Akehurst Bros., Fullerton, Md., whereas both firms are in operation today, being distinct and separate enterprises, whose only relationship is one of a family nature between the respective owners.

Akehurst Bros. is an organization specializing in rose growing. It was founded in 1927 and still functions under the same name.

In 1930 Carville G. Akehurst, a partner in Akehurst Bros., founded a nursery, which began growing azaleas, evergreens and shrubs. This business was operated under the name Carville G. Akehurst until 1950, when it was given the new name of Akehurst Nurseries.

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REVIEWS OF NEW BOOKS

SHADY GARDENS

For the client who would like a garden, but does not wish to sacrifice the trees on his home grounds, the nurseryman or landscape architect will do a service to recommend, "Shady Gardens: How to Plan and Grow Them," by Emily Seaber Parcher, just published by Prentice-Hall, Inc., at \$4.95.

The plants suggested are largely the same ones found in other lists for shady locations, but the use of them and the enthusiasm for them conveyed by the author show the experienced grower of shady gardens. The author is described as a garden expert for 19 years and has written for garden magazines, from the Boston area. She is familiar with shady gardens and fond of them, quite obviously.

Part 1 treats of flowers in the shade, wild flowers, spring perennials, shade-tolerant summer flowers, annuals, biennials and bulbs. Differentiation is made between plants that thrive in shade and those that are tolerant of such condition.

Part 2 has to do with foliage and woody plants, ferns, foliage and house plants, ground covers and vines, deciduous shrubs that tolerate shade and evergreen shrubs.

Part 3 discusses such phases of planning and maintenance as design, special features, mulches, soil, insect control, etc.

This volume of 282 pages is made more useful by a 10-page index and attractive by a number of illustrations.

PERENNIAL GARDEN

The title, "All About the Perennial Garden," well describes the latest book by Montague Free, just published, at \$5.95, by Doubleday & Co., Inc. For more than 50 years he has been more or less concerned with herbaceous perennials, 30 of them at the Brooklyn Botanic Garden. Many of the numerous photographs used to illustrate the 352-page volume were taken in the perennial garden the author has specially cultivated for the purpose in the past four years.

Fourteen chapters forming the first half of the book discuss the site, soil preparation, design, plant selection, planting and care of the perennial garden, as well as the various

types of perennials for use in the garden and also outside, as in edgings, aquatic sites, etc. This practical information is that which is required by the amateur who seeks success with perennials.

After a chapter on shrubs in the flower garden follows a 76-page chapter that contains a descriptive list of perennials, in which the better varieties are named, their preferences are noted and culture is discussed. An appendix includes tables and lists that present information as to height, color, season of bloom, etc. More than 500 perennials are said to be described or mentioned in the book.

GARDENING HANDBOOK

Planned textwise and illustration-wise on a how-to-do-it plan, T. H. Everett's "Gardening Handbook" can lead the home gardener through many of the intricate as well as all the easier gardening tasks. As a

guide for the amateur, therefore, the book takes its place among those reference works which the professional grower or landscape designer may wish to have in mind to recommend to clients for study or perusal from time to time. The area of information is broad, and topics are well indexed. The author does not stint with his information, and 310 reproductions of photographs, 115 drawings and 12 charts help to supply detail in abundance.

The revised third edition of the book, consisting of 144 pages, cloth-bound, is now available. The author is the horticulturist at the New York Botanical Garden and is widely known as a writer and lecturer on gardening topics. The book is released by the Arco Publishing Co. at \$2 per copy.

LANDSCAPE KEYS

For more intelligent selection of woody plants for landscape use, Dr. L. J. Enright, assistant professor of ornamental horticulture at the University of Maryland, has compiled a book valuable to landscape architects and others who design plantings, in "Woody Plants for Landscape Use

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in the Northeastern United States." He has selected about 600 trees, shrubs and vines which are listed in three sets of tables.

In part I they are divided into two groups, deciduous and evergreen, and in each group they are subdivided according to size, from the largest trees down to the small shrubs and vines. Reference numbers after each name indicate listings in parts II and III, where further information can be obtained.

In part II the lists are according to characteristics, such as color of bark, time of bloom, arrangement of fruit, rate of growth, adaptability to shade, color of autumn foliage and the like.

Part III lists the plants according to their suitable uses, for lawns, streets, foundations, borders, shade, etc.

Hence, by use of the cross-indexing system, a designer can find a plant which meets several qualifications for a given location of employment.

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CO-PARTNERSHIP certificate has been filed by Max R. and Marie R. Davis for a business conducted by them under the name of Davis Evergreen Nursery, at Kalamazoo, Mich.

HOMEDALE NURSERY, Hopkins, Minn., dedicated its new home April 30 and May 1. The nursery, owned by Kenneth and Russell Zakariasen, recently won an 8-state regional award for the best landscaping of commercial buildings.

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LANDSCAPE FIRMS' REPORTS

[Continued from page 12]

"Many of the ornamental plants, even the hardier types, were killed or so severely damaged it is doubtful if they will ever be salable. This means, of course, that there will be a scarcity of stock in this area for some time. The damage was severe as far south as Atlanta, Ga., and Birmingham, Ala., and bad even at Mobile, Ala.

"Our business at present is still good and certainly needs to stay that way for some time, for the early bad weather and the freeze cut our early sales tremendously. We did not have a pretty week-end until after Easter, which, of course, hit our most profitable type of business, the cash-and-carry trade.

"Our labor situation has been good, and, to add a small optimistic note, those things which survived the freeze are growing vigorously and, so far, conditions point to a good growing season. That would certainly brighten our outlook."

Maryland Demands Improved

All phases of the business were better after a slow spring start with Eastern Shore Nurseries, Inc., Easton, Md., according to observations of E. Sam Hemming, who writes:

"Business was good this spring, with volume about 10 per cent better than last spring. We got off to a slow start because of the weather. We could not do any work during January and February, which is unusual for us. It was the coldest winter we have had in seven or eight years.

"There is an increase in all parts of our business. The landscape jobs were greater in number and larger in size. Our wholesale business, which is relatively new, is growing nicely. Our local cash-and-carry business at the nursery, while not an important part of the business, actually doubled.

"After the cold weather stopped, the spring planting season was mostly ideal. The weather was a little dry in March and a little wet in April, but happily May was cool. The labor situation remains the same. One can get permanent help, but not seasonal help.

"I believe business will be a little more profitable, as now we are having to buy less. Shade trees seem to be the principal item in short supply."

Up 25 Per Cent at Dayton

There was a pickup in all branches of the firm's business this year, ac-

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cording to the following report of John D. Siebenthaler, Siebenthaler Co., Dayton, O., who also points out a supervisory labor need:

"Our over-all business is up approximately 25 per cent over last year's, and all three branches—wholesale, landscape and garden center—are running about the same in increase.

"We have enjoyed good weather conditions. There is plenty of common labor; our big labor shortage seems to be in new landscape foremen. An individual for this particular job is not only required to read plans and direct men, but should be a good public relations man who can create good will for the company. For this job we have usually developed a younger man who has been working in a landscape crew. If he is observing and likes the work, we try to advance him.

"All lines of stock seem to be moving well, except roses."

St. Paul Planting Problem

Extremely dry weather seriously restricted planting work in the Twin Cities, writes H. S. Reid, landscape architect for the Park Nurseries of Holm & Olson, Inc., St. Paul, Minn. This drought has been the factor that has made the spring, which opened early, a rough time. As of May 18, there had been no rainfall in the area since the disappearance of snow. In consequence, it was necessary for a time to discontinue all evergreen planting locally. On the other hand, with business good, the company has been trying to do all that could possibly be done. Such a situation continues to present problems.

Reiteration of the problem which the drought conditions at St. Paul, Minn., have caused appears in comments from C. A. Mathes, manager of the landscape department of the Park Nurseries. He points out that with the season four weeks early and growth much advanced, dry weather is a serious factor, which would normally have to be offset by extra watering. The dangers are intensified, however, at St. Paul by a severe shortage in the city's water supply, in consequence of which a complete shutdown of all sprinkling activities was ordered May 19 by the St. Paul water board. This drastic action followed less severe restrictions that had been placed earlier, permitting sprinkling every other morning. Newly seeded lawns, as well as new tree and shrub plantings, have felt the lack of water. All landscape maintenance work has been complicated by the situation.

Here's what Mr. Julian Herman, owner of Universal Nursery, North Hollywood, California, has to say about SALES BOOSTER SIGNS:

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REPORTS FROM WHOLESALERS

Reports published here, supplementing those of wholesale nurserymen in the preceding issue, confirm indications previously pointed out. Two more eastern firms tell of strong demands and record sales. Even where weather was a deterrent to normal activities, as in the midwest, newer methods and continued demands pushed volumes to levels above those of 1954 and shipments went out near schedule. Added optimistic views are supplied in these trade comments, as the public's interest is seen as continuing strong, little surplus of stock is noted and prices are considered firm. Short supplies in fruit and shade trees finds repeated mention.

Philadelphia's Interest Strong

Adverse weather created problems, but the demand for stock was strong this spring, writes Charles B. Staton, of the Possum Hollow Nurseries, Philadelphia, Pa. His comments on conditions, written in May, follow:

"A most unusual pattern of weather conditions had a great bearing on local business here this spring. Spring opened up early, and much was accomplished under good conditions, but we then suffered a drought through early April, which changed into a cold, wet period through late April, with another bad drought through May and continuing to date. Consequently, local retail and landscape planting was greatly handicapped, although excellent demand for good stock continues, as building is forging ahead to new and higher levels.

"The demand for suitable land for building development has been so strong that several large nurseries in this region have sold sizable areas of their holdings for this purpose.

"Customer interest continues strong, and we find a trend on the part of the retail customer to ask for newer and better varieties, when the nursery is visited; such items as French lilacs, Viburnum carlesii, hybrid rhododendrons, the better azaleas, etc., are inquired for.

"Despite adverse weather conditions during much of this spring season, lining-out stock moved out on schedule and we were sold out ahead of expectations for next season."

Near-Average Illinois Sales

Spring sales for 1955 are close to average in the season's windup, stated Miles W. Bryant, Bryant's Nurseries, Princeton, Ill., writing as follows in May:



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SANTA ANA, CALIF.

"Weather conditions have been anything but favorable and have seriously affected what I am sure would have been otherwise a satisfactory spring. We started off with an unusually early spring this year and were in the field by March 5 or 6. We did well for about two weeks and then, during the week of March 20, we had some extremely cold weather. Temperatures ran close to zero, but there was enough snow so that the frost did not penetrate to any depth and we were able to get back into the field again shortly after the cold weather passed. The weather that followed the cold snap was unusually warm for that time of year, and stock advanced with amazing rapidity; by the end of April plants had advanced almost two weeks ahead of average growth for the season. During that time there was also a rainy period, which delayed work in the field.

"During the severely cold weather late in March, orders were practically at a standstill, and with material in the field advancing rapidly, the season turned up as much shorter than usual.

"The demand for fruit trees this year was unusually good; the demand for evergreens was average to good. If there was any shortage in the de-

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Only with ALUMALATH design can you get uniform control of the sun's intense rays. Minimum penetration at high noon . . . adds hours of beneficial early morning and late afternoon sun. Ideal diffused lighting with perfect ventilation all day long.

Pete Moss

SAYS TO ALWAYS CONTACT
DUNWOODY WHEN YOU
NEED PEAT MOSS. WE
HAVE BEEN SERVING
THE TRADE WITH
QUALITY PRO-
DUCTS FOR OVER
100 YEARS

EZL. DUNWOODY CO. 1909 MARKET STREET
PHILADELPHIA 3, PA.

mands, it was for deciduous shrubs, where unexpected surpluses have developed in a number of items.

"In spite of unfavorable weather, we have been surprised to find that the overall picture for this spring is not going to leave us far short of an average spring, as far as sales are concerned. We had anticipated a shortage in volume of at least 10 per

cent, but the demand has hung on much longer than usual.

"Help, such as it was, was plentiful, and we were able to complete our spring field work much earlier than usual.

"In an ordinary year we have sent a considerable quantity of smaller shipments by express, but the serious curtailment of express services forced



Years of down-to-earth experience have taught us that it takes good stock and GOOD POTS to build up a good cash-and-carry business.

CLOVERSET POTS FULFILL EVERY ONE OF THE FOLLOWING TEN BASIC REQUIREMENTS:

- 1 Pot must last a full year or more in the sales frame.
- 2 Roots must be safely contained within the soil ball so that transplanting may be done at any time.
- 3 Pot should have a bottom opening adequate for good drainage without waterlogging, with no rock or gravel necessary.
- 4 Bottom must be wide enough to prevent blowing over when spaced in frames.
- 5 It should be made in sufficient sizes to accommodate stock of any salable size.
- 6 It should be neat and uniform in appearance; an asset to the sales area.
- 7 It must be tough enough to permit handling in frame and sales-yard.
- 8 Pot should be easy for customer to remove, either at once, or a week later, or even a month after delivery.
- 9 It should be light as possible to reduce freight costs, yet fill these requirements.
- 10 It must be sufficiently low in price that it may be given away with the plant.

MAIL COUPON FOR FURTHER DETAILS!



105th and Wornall Rd.
KANSAS CITY 14, MO.

(Eastern Distributor:
Moorestown Gardens, Inc.,
Moorestown, Burlington Co.,
N. J.)

CLOVERSET FARM, DEPT. A
105th and Wornall Rd.,
Kansas City 14, Mo.

Please send items checked; I enclose
 Sample set of 5 pots, 50c. Limit one.
 Prices and details about pots, potting aids and advertising helps.

Name.....
Firm.....
Address.....
.....

us this year into a larger use of motor freight, which, while somewhat slower, has usually been satisfactory."

Virginia Firm's Largest Volume

As of mid-May, E. M. Quillen, of Waynesboro Nurseries, Inc., Waynesboro, Va., reported that the firm had already shipped the largest volume of stock in its history and was still going strong. He comments:

"Not so many years past, our spring shipping season came to an abrupt end in early May. Shipping is slowing up some, but canned nursery stock, modern methods of storing and handling freshly dug material makes it possible to continue shipping and planting. This enables us to handle a larger volume than would be possible with a curtailed shipping season. So far this season (May 15) we have handled the largest volume in the history of our business and are still going strong."

"We have no large surplus in any plant materials at this time. We are shipping evergreens from the field, most of our deliveries being handled by our own trucks, insuring more careful handling and prompter delivery than would be possible with a public carrier. We expect to be busy throughout May and making some deliveries and plantings through the summer."

"The demand for all kinds of nursery stock has been good, but a shortage in fruit trees and shade stock somewhat curtailed volume."

"Labor has been plentiful, but the quality leaves much to be desired. That is especially true in key men, truck drivers and packing house help."

"Since most of our deliveries are made by our own trucks, shipping has not been a problem except when it was difficult to hire enough truck drivers to keep the trucks moving day and night, as we have attempted to do."

"We have our normal supply of stock for next fall and spring delivery. Early May was dry. Our irrigation units have been operating daily, but we recently had rain, which will be most helpful, since the operation of irrigation equipment is an expensive item."

"The March freeze, which caused damage in the south, did little damage in this area, except to the fruit crops. Peach crops were wiped out; apples were considerably damaged."

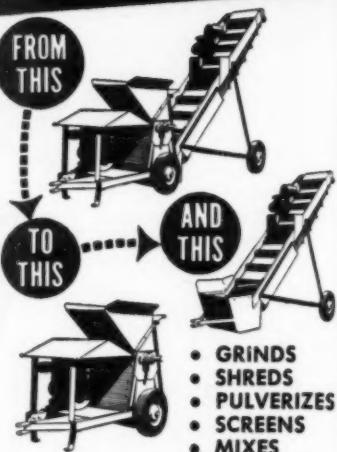
"We foresee no letup in the demand for nursery stock during the fall and next spring, as there are already enough homes under construction to keep us busy. There are

W-W Compost Grinders and Soil Shredders have

Many Uses!

FROM THIS

TO THIS



- GRINDS
- SHREDS
- PULVERIZES
- SCREENS
- MIXES

Here's the most versatile grinding equipment available. Powered by two Briggs & Stratton engines, the grinder and elevator separate for individual use. It shreds heavy sod or grinds roughest matter into the finest compost material or mulch and loads it at the same time. Also mixes and screens. Wheels on each section for easy portability. \$752.40 complete with engines, F. O. B. Wichita.

This popular portable model is gas or electric powered, with belt guard. \$178.00 complete with 2-h. p. Briggs & Stratton engine and belt guard. \$124.50 less motor and belt guard, F. O. B. Wichita. Convenient payments usually can be arranged.

All models make top dressing and potting soil without additional attachments.

Write for Literature on Complete Line

W-W GRINDER CORP.
DEPT. F
WICHITA, KANSAS

**PLANT IT any time
USE
CRYSTAL No-Dri
LIQUID WAX**

Used for over 20 years to reduce wilting and setback of transplanted broad-leaved and coniferous evergreens, deciduous trees, flowering shrubs, etc. Safe on plant tissue; paint or spray it. Extend transplanting and landscaping through hot weather.

55-gal. drum....\$63.25 30-gal. drum....\$37.50
5-gal. drum....\$7.25

All prices F.O.B. Philadelphia, Pa.

CRYSTAL SOAP & CHEM. CO., Inc.
6300 State Road, Philadelphia 35, Pa., Dept. AN.

Top-Quality

Dutch and Domestic

**BURLAP SQUARES
TWINES**

Jute—Sisal—Binder Twine

Write for our low prices and samples.

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Get Tough with WEEDS

Keep them out with

CRAG HERBICIDE-1
Trade-Mark

Now you can really do something about your weeding problem. Nurserymen are saving up to \$1000 per acre on weeding costs by using CRAG Herbicide-1.

Here's How You Too Will Save With CRAG Herbicide-1:

- CRAG Herbicide-1 kills weeds as they sprout from seeds. This cuts your hand labor costs because you avoid weed trouble.
- When You Use CRAG Herbicide-1 you save because you avoid cultivation damage to your stock.

In addition, you make more money on better growing nursery stock since it doesn't have to compete with weeds for nourishment and moisture.

CRAG Herbicide-1 does not harm the leaves of plants even when sprayed on them.

Start Saving Now by getting CRAG Herbicide-1 from your dealer.



CARBIDE AND CARBON CHEMICALS COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street UCC New York 17, New York

"Crag" is a registered trade-mark of Union Carbide and Carbon Corporation.

not enough fruit trees in sight to take care of the replanting needed in orchards, so fruit trees will continue to be scarce. It is possible that fruit trees will be somewhat higher in price, while ornamental stock will continue on the same scale."

ARP ROSES EXPANDS

Arp Roses, Inc., Tyler, Tex., long known in the field of rose growing and shipping, opened a new sales enterprise early in May, known as the retail landscape department.

Sales and service features of this new department will include local retail sales of roses, all types of landscape plant materials, gardening supplies, fertilizers and pesticides, as well as landscape designing, consultation on horticultural problems, landscape plantings and maintenance service and installation and care of lawns. The entire east Texas area will be serviced by the personnel of this department.

Manager of Arp's new department is George M. Fisher, landscape architect and horticultural consultant, who has for the past three and one

**PLANTS GROW BETTER
SELL BETTER
IN PLASTIC POTS**



No Breakage
Means Greater
Profits Too.

Write for
Cat. No. 301

UNION PRODUCTS, INC.
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**GREENHOUSE AND NURSERY
SUPPLIES**

AMERICAN FLORIST SUPPLY CO.
1335 W. Randolph St. CHICAGO 7, ILL.

**EXTRA STRONG AND NEW
HORMONES**

FOR ROOTING
RHODODENDRONS, ILEX
AND HARD-TO-ROOT PLANTS

Test set of 5 . . . \$10.00

J. S. WELLS
Box 4 DUNDEE, ILL.

Mention The American Nurseryman when you write.

**Goodrich
RUBBER BUDDING STRIPS**

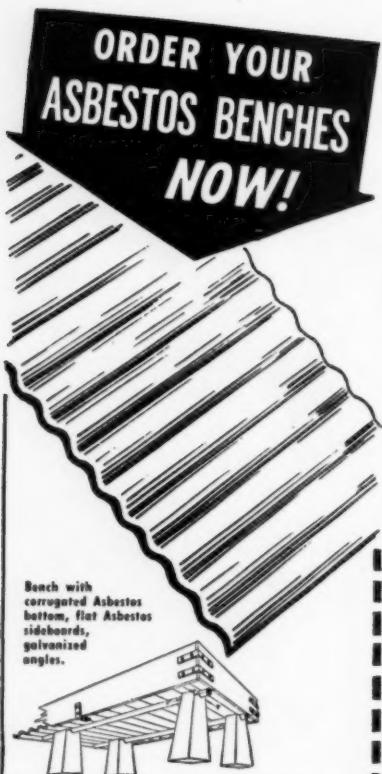
Write for list of sizes and prices.
Samples free.

THE WILLIS NURSERY CO.
OTTAWA, KAN.

half years been actively engaged in landscape designing, planting and maintenance work in the east Texas area. Previously he was affiliated with the landscape department of one of the leading landscape nurseries in Kansas for five and one half years.

Arp Roses, Inc., just completed a beautification project around the of-

fice grounds, which was commenced a year ago. The office is situated on East Fifth and Wall streets, in the south part of Tyler, where four main highways pass the beautifully landscaped formal rose garden. A total of 3,000 rosebushes of some 70 of the most popular varieties are in bloom in the garden.



Rough Bros.' is your guarantee of quality benches.

DURABLE — LONG LIFE — ELIMINATES FUNGUS GROWTH — WILL NOT CRACK WHEN STERILIZING.

Let us give you a quotation.

★ Write — wire or phone for complete information on Rough Bros. Greenhouses. ANY STYLE — ANY SIZE

STEAM-FLO Soil Sterilizer



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FILL OUT COUPON

..... Send me quotation on Benches
..... Send me information on Greenhouses
..... Send me information on Steam-Flo

Name.....

Address.....

City..... State.....

PLANT PATENTS

No. 1369. Avocado tree. J. G. DuPuis, Miami, Fla. A new and distinct variety of avocado tree, characterized particularly by its moderately upright compact symmetrical growth, with evenly distributed branches and almost obovate leaves with small acuminate points; a flowering period occurring early in the spring (February); fruit-maturing season each year from the middle of June to the end of July; the ability to set and hold fruit under adverse weather conditions, the fruit being further characterized as plumply pyriform, having smooth green stoma, seed that is relatively small and skin with scattered light cream-colored flesh which is firm and free from fiber and of a delicate nutty flavor.

No. 1370. Rose plant. Josephine D. Brownell, Little Compton, R. I. A new and distinct variety of hardy Rosa wichuraiana hybrid plant, characterized by the features of its parent variety, Red Duchess, with the additional features of climbing habit and retaining the features of hybrid tea and rebloom.

No. 1371. Rose plant. Josephine D. Brownell. A rose plant variety characterized by its unique color, form, arrangement, bloom cluster and resistance to moderate subzero temperatures and to black spot.

No. 1372. Rose plant. Josephine D. Brownell, Little Compton, R. I. A new and distinct variety of rose plant, characterized by its color pattern, fragrance, form and its Rosa wichuraiana traits.

No. 1373. Rose plant. Roy E. Shepherd, Medina, O., assignor to Edith C. Bosley, Mentor, O. A new and distinct variety of hybrid tea rose plant, characterized particularly by its exceptionally strong growth; its free-blooming habit; its large, leathery foliage, and its exceedingly large, bicolor bloom of shades and tints of begonia rose on the inner surface of petals and of lemon to deep yellow on the outer surface.

No. 1374. Rose plant. Robert G. Jelly, Richmond, Ind., assignor to E. G. Hill Co., Richmond. A new and distinct variety of rose plant of the hybrid tea class, characterized particularly as to novelty by its superior growth, vigor and flower productivity; its exceedingly glossy foliage; its full and heavy-petaled flowers of clear pink general color tonality, and the relative absence of variation of the flower color.

No. 1375. Rose plant. Robert G. Jelly, Richmond, Ind., assignor to E. G. Hill Co., Richmond. A new and distinct variety of rose plant of the hybrid tea class, characterized particularly as to novelty by its superior vigor, upright and much-branched habits of growth; the superior keeping quality and texture of its flowers; its relatively long flower stems; its long-pointed and relatively large buds, and the distinctive and intense pink general color tonality of its buds and flowers.

No. 1376. Azalea plant. Alexander J. Zebehazy, Painesville, O. A new and distinct variety of azalea plant of the hardy Japanese hybrid class, characterized by its late blooming habit and hardiness as an evergreen plant, its leaves being generally flat, bright medium dark green in color, ovate in form with a tendency to



your best drought insurance!

- Field tested under field conditions
- Designed for uniform water distribution
- Driven by "extra-power" moveable deflector
- Protected from abrasive sand
- Simple in construction with a minimum of moving parts
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Write today for complete information.



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Automatic Intermittent Misting

Finest, simplest, most efficient nozzles for propagation. Furnished on adapters to screw into pipe. \$3.00 each. Sample on hose testing cap, \$3.75, postpaid. Electronic Leaf Automatic Control, \$30.00.

WHITE SHOWERS, Inc.
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DETROIT 3, MICH.

Now! PLASTIC POTS, TUBS, PANS AT THE PRICE OF CLAY

1 1/4 to 4 inch
POTS
3 and 4 inch
TUBS



4 and 5 inch
AZALEA POTS.
6, 8 and 10 inch
PANS

Now, the entire Union Products line of Flower Pots, Tubs and Bulb Pans is available in utility colors at new low prices...prices as low as those for clay products of the same size. Like the Standard Line, they're made of sturdy, weather-resistant plastic, but in marbleized colors. No choice of color is permitted in the Utility Line. Standard colors of your choice are available at slightly higher prices.

Whether your market is mass or class... there's a Union Plastic Pot to meet your needs!

- Plants can be started in them...grown in them...sold in them. They'll stand winter freezing without damage.
- Need no sterilizing! Mold can't grow on them...bacteria can't live on them.
- They weigh less than one-eighth as much as clay products. Women find them easier to handle...shipping costs are lower.
- Three-hole drainage system promotes better root growth...need less watering...easy to knock out.

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UNION PRODUCTS, INC., 511 Lancaster St., LEOMINSTER, MASS.

be pointed; its extreme free flowering with the flowers being medium large, hose-in-hose, of intense light cherry red or cerise color, having a silky sheen and its petals being slightly reflexed when the bloom is fully open, both the color of the leaves and of the flowers being substantially resistant to fading of color; its pleasing low spreading compact growth habit, and its ease of rooting.

No. 1377. Rose plant. Victor E. Holmes, San Bruno, Calif., assignor to Avansino-Mortensen & Co., San Bruno. A new and distinct variety of polyantha rose plant, characterized particularly by its essentially white flowers, with extremely pale pink tinge; its vigorous growth and prolific blooming habits, and the larger petalage and better substance of its flowers, as compared with the parent variety.

No. 1378. Rose plant. Ralph S. Moore, Visalia, Calif. A new and distinct variety of hybrid miniature rose plant, characterized, in comparison with the seed parent, Oakington Ruby, by flowers more double than those of said seed parent and of a soft pink shade, with deep pink buds, the flowers having a violet fragrance, keeping well on the plant and the petals of older flowers falling clean before any appreciable fading; the foliage and the flowers having a bright clean appearance, and the plant being seedless, evergreen, easy to propagate, vigorous and a fast grower, averaging 12 inches in height under normal growing conditions.

No. 1379. Rose plant. Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark. A new and distinct variety of rose plant of the large-flowered, polyantha class, characterized

**English Type
RAIL and HURDLE
FENCE**

2, 3, 4 or 5 Rail.
Can be painted or allowed to age naturally without cost for upkeep. SCREEN TYPE
PICKET FENCE shown in alternate issue.

**PROFITS For Nurserymen!
YOU SELL FENCE
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ALL TYPES—From large Estates to Small Homesites.

FOR LONG LIFE—Entire Fence—(both posts and rails) treated with nationally known—
PENTA PRESERVATIVE

WOOD PRODUCTS CO., Toledo, Ohio

terized particularly as to novelty by the distinctive carmine general color tonality of its flowers, the relatively large size of its flowers and their habit of being borne in pyramidal heads of exceedingly long-lasting quality; by rounded, double buds which are overlapped with sepals, and by the distinctive fully open form of the flowers.

No. 1380. Rose plant. Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark. A new and distinct variety of rose plant of the hybrid polyantha class, characterized particularly as to novelty by its bushy, compact and vigorous habits of growth; by

particularly as to novelty by the clear, long-lasting yellow general color tonality of its flowers, its slender buds, with their habit of opening to cup-shaped flowers; its vigorous and healthy plant, and the long decorative thorns on the wood thereof.

No. 1381. Rose plant. Herbert C. Swin, Ontario, Calif., assignor to Armstrong Nurseries, Inc., Ontario. A new and distinct variety of rose plant of the hybrid polyantha class, characterized particularly as to novelty by its bushy, compact and vigorous habits of growth; by

TREE WOUND DRESSING

For the protection of wounds after pruning use Bartlett Tree Paint. Easily applied with ordinary paintbrush.

RETAIL PRICE—LESS THAN CASE LOTS

1/2-pt. can (48 per carton)	\$0.60
1-pt. can (48 per carton)90
1-qt. can (24 per carton)	1.60
1-gal. can (6 per carton)	3.50

JOBBERS DEDUCT 50% FOR CASE LOTS F.O.B. DETROIT



This attractive steel display rack fully stocked costs you only \$7.25 F.O.B. Detroit. Retail value \$14.50. Refills at jobbers' prices.

Here's a fast-moving specialty which sells to state highway depts., city and country parks, tree exports, cemeteries and fruit growers. Every tree owner is a prospect. Ask for catalog No. 35 for a full line of "Tree Trimming Equipment."

Rock Displays—6 1/2 pts., 5 pts. and 4 qts.

M-414**PRUNING SAW**

The axe handle, which is especially made for this saw, is properly tapered to fit the head and is 36 ins. long.

M-414 Meylan Saw, complete with 18-inch blade \$12.00

M-414 Meylan Saw, complete with 18-inch blade \$12.50

Jobbers' Price

Jobbers Deduct 50% for dozen lots F.O.B. Detroit.

BARTLETT MFG. CO.
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GOODRICH BUDDING STRIPS

Do not get "caught short" when budding time is here next summer.

Order now and give us a shipping date to be sure your Budding Strips will be on hand when needed.

THOMAS B. MEEHAN CO., Inc.
DRESHER, PA.

its habit of producing blooms in many-flowered clusters, with substantially more flowers per cluster than those of either parent variety; by the nearly single petalage of its flowers, and by the medium shade of red general color tonality of its flowers, approaching that of the parent variety World's Fair (plant patent No. 362) but lighter and somewhat brighter than the latter.

No. 1382. Rose plant. Herbert C. Swim, Ontario, Calif., assignor to Armstrong Nurseries, Inc. A new and distinct variety of rose plant of the hybrid polyantha class, characterized particularly as to novelty by the combination of a distinctive color progression of its blooms from yellow, with some markings of pink and salmon, at first, to almost entirely pink and salmon in the older blooms; by the moderate fragrance and good petal substance of its blooms, with attendant, long-lasting quality thereof; by the exceedingly double petalage and the many-flowered cluster habit of its blooms, and by its abundant and semiglossy foliage.

No. 1383. Rose plant. Herbert C. Swim, assignor to Armstrong Nurseries, Inc. A new and distinct variety of rose plant of a class falling between the usual hybrid tea and hybrid polyantha classes, characterized particularly as to novelty by the combination of the distinctive salmon-red general color tonality of its blooms, the relatively large size and abundance of its blooms throughout the growing season, the excellent petal substance and attendant lasting quality of its blooms, the double petalage of its blooms, and its relatively long individual flower stems.

TREE GROWING AS FARMING

As an outstanding example of a firm that combines farming and nursery skills, Kelly Bros. Nurseries, Inc., Dansville, N. Y., was the subject of a recent 2-page illustrated article in Tractor Farming, the house organ of the International Harvester Co. The 75-year-old firm annually propagates more than a million fruit and shade trees, small fruit plants and shrubs, mails 250,000 catalogs listing approximately 500 items and has over 100,000 wholesale and retail customers.

William F. Kelly, Jr., president, and John W. Kelly, secretary-treasurer of the company, are sons of the late William F. Kelly, a cofounder of the business. Agnes B. Kelly is vice-president. The firm had its start when the father, William F. Kelly, and his two brothers, James and Edward, began as boys to grow fruit trees in their spare time. The brothers were then employed by the pioneer Dansville nursery, the George A. Sweet Co. The business gradually expanded, and the boys were soon growing trees on contract for wholesale nurseries. In 1914 Kelly Bros. issued its first catalog, soliciting orders from commercial fruit growers.

Although the firm propagates most

GREEN'S TRACTOR HOE

Green's tractor hoe will save you time and money. One man can do the work of many. Fits most makes of tractors.

Send for free literature.

HOWARD C. GREEN
Portland, N. Y.

DARLING'S "Rite in the Rain"
WATERPROOF
TREE AND PLANT LABELS

"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low cost labels. Millions are used every year by nurserymen.

Write for samples and prices.

J. L. DARLING COMPANY
BROWN'S POINT, TACOMA, WASH.

EDCO IRON**The new chelated organic iron***

Recommended for Chlorosis of Azaleas, Gardenias, Citrus, Roses and similar plants.
1 or 2-lb. bags \$2.00 per lb.
10-lb. drums 1.50 per lb.
50 or 100-lb. drums, \$1.10 per lb., delivered.

Usually applied at rate of $\frac{1}{2}$ to 1 oz. per 100 sq. ft.

DIRECTIONS ON LABEL

*Contains "Sequestrene" Brand

EDCO CORP.
ELKTON, MD.

IT COSTS NO MORE

(and in most instances less)

FOR OUR PACKING OF**Nursery Burlap
Squares and Rolls**

Write for prices and samples

L. ATKIN'S SONS
P. O. Box 167 Rochester, N. Y.

kinds of fruit trees, cherry trees are its specialty. The firm sells its cherry trees to leading orchardists in Michigan, Wisconsin, Ohio, Pennsylvania and New York, while most of its fruit tree business as a whole is done in the New England and the mid-Atlantic states.

The growing of trees at Kelly Bros. actually begins with livestock farming on parts of some 1,500 acres used by the firm in various locations around Dansville. The company keeps 50 head of cattle to help supply the indispensable manure needed to enrich the soil. A complete soil rotation program is followed. When a field of trees or shrubs is dug in the fall, the field is usually planted the next spring to oats or soybeans, followed by wheat and then seeded to a cover crop, such as alfalfa or clover. This field is kept in sod for three or four years and is heavily manured before the field is replanted to nursery stock. Commercial fertilizer is used mostly as a side dressing for the young stock.

At Kelly Bros., growing fruit trees is a meticulous, closely supervised business. Producing a 2-year-old 5 to 7-foot apple tree, ready for shipment to orchardists, actually requires three growing seasons. The firm receives 1-year-old seedlings from the west coast in the winter. These seedlings are trimmed and packed and put in cold storage to be held dormant for planting in the spring. During July, August and early September—when the seedlings have reached a height of 18 to 24 inches and a diameter about that of a lead pencil—the budding or grafting operation takes place.

In the budding operation, a reverse T cut is made in the bark of the seedling and a bud, cut from a 1-year-old shoot of the selected variety, is placed under the bark. The bark is then tied back in place with a strip of rubber approximately four inches long and one-fourth inch wide. The bud unites with the seedling and remains dormant through the following winter. When spring comes, the seedling is cut off with pruning shears just above the bud, and the bud then grows into the desired variety of young tree.

The trees grow to a height of four to five feet the first growing season. The following spring the trees are headed back to a height of 30 inches, to promote branching. Periodic spraying is applied to the seedlings and young trees to control leaf hopper, aphis, tarnished plant bug and diseases like scab, leaf spot and mildew.

Tree digging at Kelly Bros. starts

MONARCH FOGGERS FOR MIST PROPAGATION

**Use less
water...
Trouble-
free
operation**



Actual installation of Monarch Foggers in propagation cutting bed in lath house. V-spaced, 2 feet apart adequately covers 4' to 6' width bed.

- Keeps beds moist without excessive water
- Uses as little as 1 gal. per hour
- Saves labor, speeds production
- Equipped with fine mesh screen
- Operates on regular water pressure of 25 lbs. or more (#3.0 standard)
- 1/8-in., 1/4-in., 3/8-in., male or female fitting

ELECTRONIC CONTROLS AVAILABLE

W. A. WESTGATE, P. O. Box 445, Davis, Calif.

MONARCH SPRAY EQUIPMENT

Please ship

Quantity _____ Orifice No. _____

NAME _____

ADDRESS _____

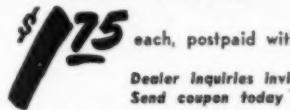
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Please send more information

Size fitting _____

Check enclosed, ship postpaid.

Ship. C.O.D.



\$75 each, postpaid with check

Dealer inquiries invited
Send coupon today

The Electronic Leaf for "Weather-Conscious" Mist Control

Electronic Leaf and Control Unit \$30.00 complete.

With 1/2-in. Brass Solenoid Valve \$44.50

ELECTRONIC MIST CONTROL CO.
Turkey Hill Rd. ITHACA, N. Y.

Aluminum Plant Tags



Write for sample and prices.

ALLEN WEATHERPROOF TAG CO.
Box 451 SPRINGFIELD, O.

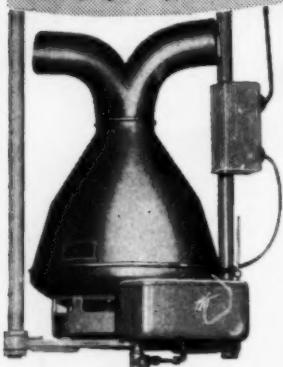


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AUTOMATIC Humidifier

only **\$235.00** complete

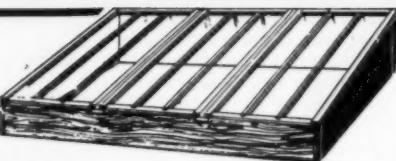


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State size of
your greenhouse.

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PAWTUCKET, R. I.

ELECTRIC HOTBEDS



These Radicut Hotbeds are made of No. 1 Pecky Cypress full 1 in. thick. The back is 18 ins. high; the front is 12 ins. high; the ends slope (see drawing above). Easy to install. The sash will slide down or up for ventilation.

Made in the following sizes:

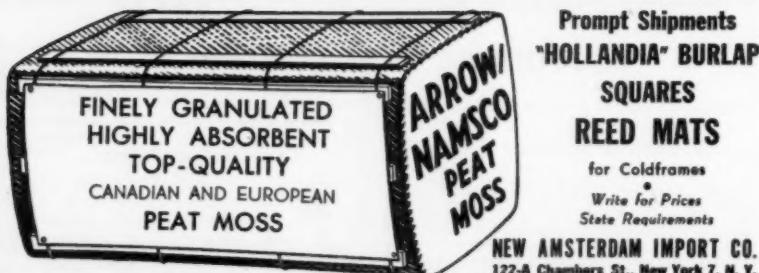
3 x 4 feet.....
6 x 4 feet.....
9 x 4 feet.....
12 x 4 feet.....
15 x 4 feet.....
6 x 6 feet.....
9 x 6 feet.....
12 x 6 feet.....
15 x 6 feet.....
18 x 6 feet.....

Complete with Glazed Sash and Rafters	Add for Automatic Electric Heating Unit
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about October 15, when the plants have stopped seasonal growth. The trees are then graded and packed with the roots in moist shingletow to maintain moisture. After packing, the trees are put into a frostproof storage building, where the temperature is kept just above freezing. The building covers approximately 30,000 square feet and contains more than 500 bins, each bin for a certain size and variety of tree. Fall shipping starts in October, with shipments continuing through the winter and spring until mid-May, depending on in what part of the country the trees are to be planted.

PI ALPHA XI NOTES

In a recent initiation ceremony of Pi Alpha Xi, an honorary fraternity of ornamental horticulture and floriculture, held in the Log Cabin on the college of agriculture campus, New Brunswick, N. J., accompanied by a dinner and speakers' program, Robert de Wilde, graduate student in horticulture, Rutgers University, presided. Assisting were Elwood Ehrle, Clifton, N. J., an alumnus and now a graduate student at Columbia University, and Donald Cranston, Lawrenceville, N. J.

Initiated were Dr. Stephen Bachelder, department of plant pathology, Rutgers University, as an associate member; Oliver A. Deakin, graduate of the department and now engineer of parkway design, highway authority of New Jersey; Albert Flemmer, president of the New Jersey Nurserymen's Association and a graduate of Rutgers University, and Robert LaCosta and Alfred W. Mitlehner, undergraduates in floriculture.

Officers elected for next year for the Rutgers' chapter are president, Cyril Sanders, New Brunswick; corresponding secretary, Robert LaCosta, New Market; financial secretary, Alfred Mitlehner, Mamaroneck, N. Y., and treasurer, Prof. Robert Clark, horticulture staff member.

AUGUST J. GOMES has established the Mist Meadow Nursery at New Boston, N. H., and will conduct a landscape business. With 26 acres available, Mr. Gomes has planted perennials and evergreens on one acre and will extend the planting to two more acres this season. He has had several years of landscape and nursery experience, including work in a commercial nursery and at the University of New Hampshire Nursery.

TREE MAINTENANCE

By Noel B. Wysong

FEEDING SHADE TREES

A letter received recently requesting information on tree feeding points out one of the principal disadvantages of using certain forms, at least, of organic fertilizer in such work. The writer of the letter suggested that he has considered digging a trench 18 inches deep and 15 inches wide and backfilling it with cattle manure, but says he hesitates to do this because the trees are located in a lawn area that would be damaged by the trenching. Undoubtedly, arborists are questioned in similar vein time and again.

Under some circumstances, organic materials such as stable manure certainly can be of benefit to trees or any other plants. Not only does it possess fertilizer value; it also improves the physical condition of the soil. Partially composted leaves have been used successfully to recondition compacted soil in many parks; stable manure has been used with good results as a thick mulch over the area of root spread of mature trees. But in these cases, the areas were so located that temporarily unsightly conditions were of no consequence; moreover, the organic materials were spread on the surface of the ground where decomposition and leaching into the soil could proceed in normal manner.

Using stable manure as a 4-inch to 6-inch-thick mulch around large trees in a lawn would not be countenanced by many homeowners because of its unsightliness, probable odor and the damage it would cause to the turf. Working the manure into the soil by trenching or other methods would, as the writer of the above-mentioned letter suggested, also damage the lawn; in addition, other objections could be raised to this method of application.

In the trenching method, which was quite popular years ago, the fertilizer was deposited in a relatively narrow band about the tree and was accessible only to roots close to the trench. To gain the greatest benefits from fertilizer, whether it is organic or inorganic, it should be distributed as thoroughly as possible throughout the soil in the root zone so that it is accessible to all feeding roots. In digging the trench many of the smaller roots will be severed, a procedure generally to be avoided in tree care. For, when a healthy root is cut, no matter how small it

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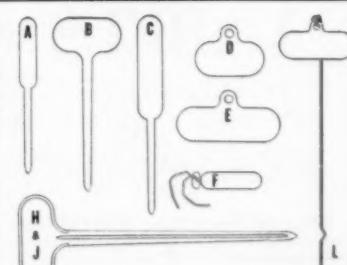
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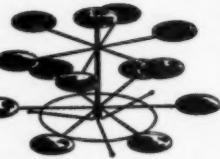
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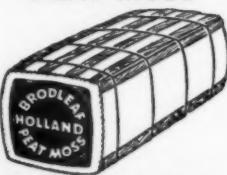
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may be, all of the nutrients it could draw from the soil beyond the point of severance is lost to the tree. Too, there is always the possibility that fungi will attack the cut end of a root and, working upward, cause injury to the tree.

If large quantities of organic fertilizer are placed in the soil and covered with earth, as in the trench method, it should be thoroughly decomposed. The use of fresh manure covered with soil to heat a hotbed is a well-known practice among gardeners; apparently the manure goes through a somewhat similar process when it is used in the trench method of fertilizing trees. In the process of decomposition it appears that both heat and gases are released. In hotbeds the soil is porous and the gases escape readily into the atmosphere; in trenches around trees the soil is likely to be much less porous and the gases tend to accumulate in the soil. Under such conditions the gases may be more or less toxic to roots with which they come in contact; there are recorded cases of trees having been seriously injured in this manner.

The development of inorganic or chemical fertilizers has been a boon to tree feeding. These can be used alone, or possibly better, in mixture with prepared organic materials. They are available in unlimited quantities, are easy to handle and odorless and can be applied in such manner that no harm is caused to turf. Methods of introducing the fertilizer into the soil vary from the punch bar method, or variations thereof, to water jet and compressed air. All methods give reasonably satisfactory results; in general, it can be said that methods of application whereby the materials are most uniformly distributed through the soil in the root zone are favored.

The proper amount of inorganic fertilizer to give a tree and the best fertilizer formula undoubtedly should be influenced by the age and size of the tree, the species, its general health, soil conditions and perhaps other factors. The old rule of thumb, that of three to five pounds of a 10-8-6 fertilizer per inch of trunk diameter at breast height for trees over six inches in diameter and half that amount of fertilizer for smaller trees, still is used by most arborists, and, generally, it seems to be quite satisfactory.

Foliar feeding, in which nutrient sprays are applied to the leaves, should perhaps be mentioned. Some excellent results have been reported when this method of feeding was used, and its proponents are vocif-

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erous in its praise. There is no question about it; this method is gaining in popularity. It appears to be a method whereby quick results can be gained; it seems doubtful that the benefits will be as long lasting as when fertilizer is introduced into the soil. A combination of the two methods, wherein the foliar sprays are applied for quick growth response and soil applications made for effects over a longer period of time, should give excellent results.

N. B. W.

A. A. N. ON REFORESTATION

In spite of the administration's expressed desire to remove the government from competition with tax-paying business firms, legislation continues to appear with what seems to have an exactly opposite purpose.

When the agricultural appropriation bill was before the House of Representatives, Congressman Gavin, of Pennsylvania, proposed an amendment to increase the item for aid to the state nurseries by \$400,000. The proposal was defeated. Since then, Congressman Gavin and A. A. N. Secretary R. P. White have conferred, and the A. A. N. proposal to step up reforestation without industry competition is now being given consideration.

When Senator Aiken, of Vermont, introduced a bill for the purpose of authorizing further federal assistance

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to states in carrying out plans for forest tree planting, he and the other authors of the bill were advised of A. A. N. opposition to more government competition. The association's plan for stepping up reforestation programs without industry competition has been proposed as a substitute.

The A. A. N. proposal is to limit

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WICHITA ARBORISTS' PLAN

In an organizational meeting for the formation of the new Wichita Arborists' Association, held April 28 in the city greenhouse at Wichita, six purposes of the proposed organization were set forth as follows: To promote public education on tree care, to cooperate with other tree men, to prepare a set of standards on tree care, to encourage research on tree care, to keep up to date on tree matters and to serve clients more effectively and honestly. Also discussed at the April meeting were methods of pruning trees.

John Firsching, landscape engineer of the Wichita park board, is serving as temporary chairman of the group while it is holding informal monthly meetings.

JOHN H. BITTINGER and his son, Barry, are starting a nursery one mile north of Hanover, Pa., along Route 94. Next fall they will line out stock. Mr. Bittinger is the owner of a 150-acre farm, part of which will be devoted to the growing of nursery stock.

HALLENBERG NURSERY is a new business recently started by D. W. Hallenberg, Jr., and E. Fryear, R. R. 2, Box 119, Anchorage, Ky. Being situated on 17 acres of land, the nursery will conduct a retail and wholesale business, as well as doing some landscape work.

HERTOG FLORAL, INC., Minneapolis, Minn., has added nursery stock sales to its greenhouse business, offering trees, shrubs and garden supplies. The firm was established in 1923 by Leo Hertog, Sr., and is now operated by him and his two sons, Leo, Jr., and John.

BUCK FARRIS NURSERY, Dallas, Tex., has been sold to Leroy G. Graham by Buck Farris. The new owner will continue to offer a complete line of nursery and landscape stock. Mr. Farris plans to devote himself exclusively to the wholesale and distribution phases of the nursery business.

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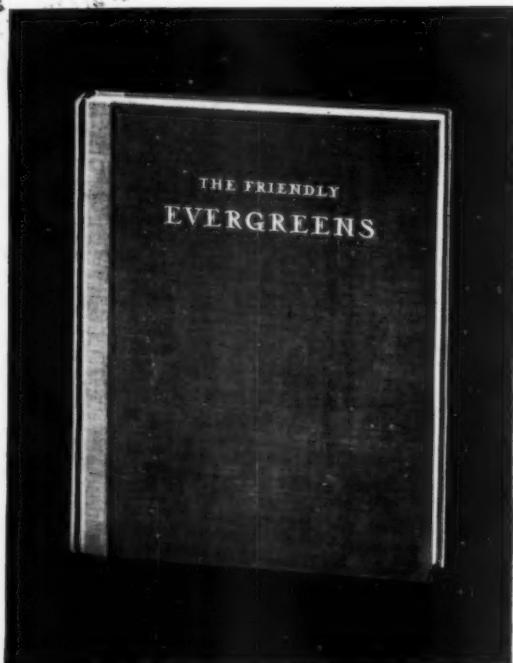
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